1/1/40

BROADCASTING

Vol. 18 • No. 1

JANUARY 1, 1940
WASHINGTON, D. C.

Foreign
$4.00 the Year

Broadcast Advertising

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BUSINESS ADMINISTRATION Miami University

RECEIVED JAN 5 1940 MIAMI UNIVERSITY LIBRARY

Jan. 1, 1940

2 *advertisers have used WOR for* 14 *years*

1 *advertiser has used WOR for* 13 *years*

8 *advertisers have used WOR for* 12 *years*

1 *advertiser has used WOR for* 11 *years*

2 *advertisers have used WOR for* 10 *years*

2 *advertisers have used WOR for* 9 *years*

3 *advertisers have used WOR for* 8 *years*

7 *advertisers have used WOR for* 7 *years*

6 *advertisers have used WOR for* 6 *years*

25 *advertisers have used WOR for* 5 *years*

One of the most genuine pleasures we have at WOR is this recognition of effectiveness from advertisers whose long-term association with this station has been both pleasant and profitable.

XUM

WE APPROACH the year 1940, happy for every load we have helped to carry. We are thankful for America, proud to be your neighbor in this country whose glory is in lifting and building men.

In some of the unhappy countries of Europe, citizens have never known what was going on in the world. They have been forbidden to listen to any radio program except one officially prepared. They have known only what their rulers wanted them to know.

Note well the American way in radio. The humblest citizen may hear news from every part of the world. There is no censorship to withhold or warp facts or stifle opinion. The American way in radio leads forward, for the whole public reads, listens, and learns.

Our entire organization feels its responsibility to keep WLS a great medium of service and information, a guide-post on the American way.

BURRIDGE D. BUTLER

PRESIDENT, RADIO STATION WLS

Mr. Butler's statement above is the foreword to the 1940 "WLS Family Album." In 10 years WLS listeners have purchased 426,000 of these books, published annually, picturing WLS personalities and activities — another indication of the consistent interest and loyalty listeners have for WLS.

WLS

The Prairie Farmer Station

CHICAGO

Burridge D. Butler, *President* • Glenn Snyder, *Manager*

Covers NEW ENGLAND ...like a Snowfall

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport / New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell / Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston / Auburn
WSYB	Rutland

THAT'S the thorough way in which The Yankee Network blankets New England — where 18 trading centers combine to form one of the most productive, populous and prosperous markets in America.

HOMES: In this market of 8,166,131 people and 1,879,499 urban homes, there are 1,125,296 single houses, 448,510 two-family. Home ownership is 46%.

WEALTH: According to recent reports compiled by the comptroller of the currency, deposits in New England banks total $6,500,000,000, including 18% of U. S. savings deposits.

EARNING POWER: Typical of earnings in two key industries is the total of $300,000,000 wages paid textile workers, and the $63,000,000 paid shoe workers.

BUYING POWER: Figures compiled by the National Industrial Conference Board, with deductions for fuel, light and shelter, give a $3,579,056,000 buying power to New England, or $415 per capita.

★

Here's the New England market—and here's the only network that covers it completely and sells it thoroughly.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

376*

UNITED PRESS

*376 RADIO STATIONS NOW SUBSCRIBE TO

New

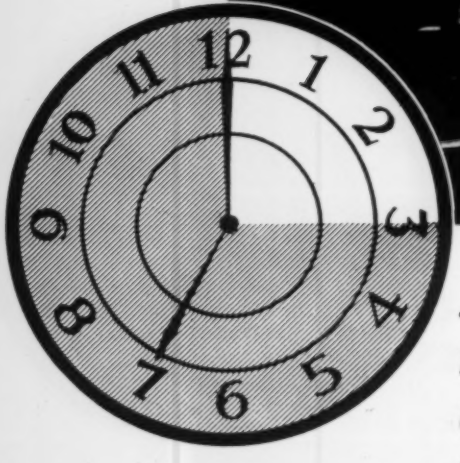
RADIO STATIONS

in 1939

UNITED PRESS

XUM

FOR SALE



...15 of the Most Valuable Minutes on the Most Popular Early Morning Broadcast in Michigan—WWJ's "Yawn Club"

Fifteen months ago WWJ discarded dance records in the 7 to 8:00 A. M. period and scheduled LIVE TALENT. A fine orchestra, THE SOPHISTO-CATS, and a talented songstress, ROSEMARY CALVIN, furnish 45 minutes of ultra-modern swing, on a program that has become the most popular early morning broadcast in Detroit. This is followed by a 15-minute newscast to complete a full hour of LIVE TALENT, all but the first quarter-hour of which is sponsored by General Mills Corporation, Bond Clothing Company, and Vick Chemical Company.

The first quarter-hour of this show, from 7 to 7:15 A. M. is now available for sponsorship. Phone or wire for details . . . at once!

WWJ

National Representatives
George P. Hollingbery Company
New York : Chicago
San Francisco : Atlanta

COMING UP

A FOUR COURSE FEAST OF SALES

The NBC Blue Network is the cream in the canny advertiser's coffee. And here's why...

THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!

Coverage Canape . . . The NBC Blue Network gives you coverage where it counts! You reach the important sales areas of the nation, with concentration in the "Money Markets"—the places where most of the country's radio homes are located. Where 70% of all retail sales are made. Where 72% of the effective buying income is located. Where 73% of all food, 69% of all drugs, 68% of all new cars are sold.

Economy Entree . . . The Blue Network not only gives you coverage that is focussed on the markets with the spending money—but does it at lowest national cost. The Blue's low cost, which is unmatched by any other national medium reaching the home, is the result of the now famous Blue Discount Plan, designed to enable advertisers to "go national" on an exceedingly modest budget.

Facilities Supreme . . . The Blue is up and coming! Facilities have been greatly improved. Coverage has been stepped up. The network has become a more and more attractive buy for advertisers—because the circulation increase of the Blue, resulting from these technical improvements, is offered to advertisers *at no extra cost!*

Satisfaction Souffle . . . Advertiser after advertiser has found that the Blue Network packs a real sales punch. The successful job this network has done for many canny, experienced buyers of network time is eloquently expressed in the fact that 70% of last year's Blue Network advertisers have come back for more—and 16 new ones signed up in the Fall of 1939.

It will be well worth your while to get all the facts about the Blue Network. It can do a big job for you at low cost. The details are yours for a phone call. National Broadcasting Company. A Radio Corporation of America Service.

Another Blue Bonus!

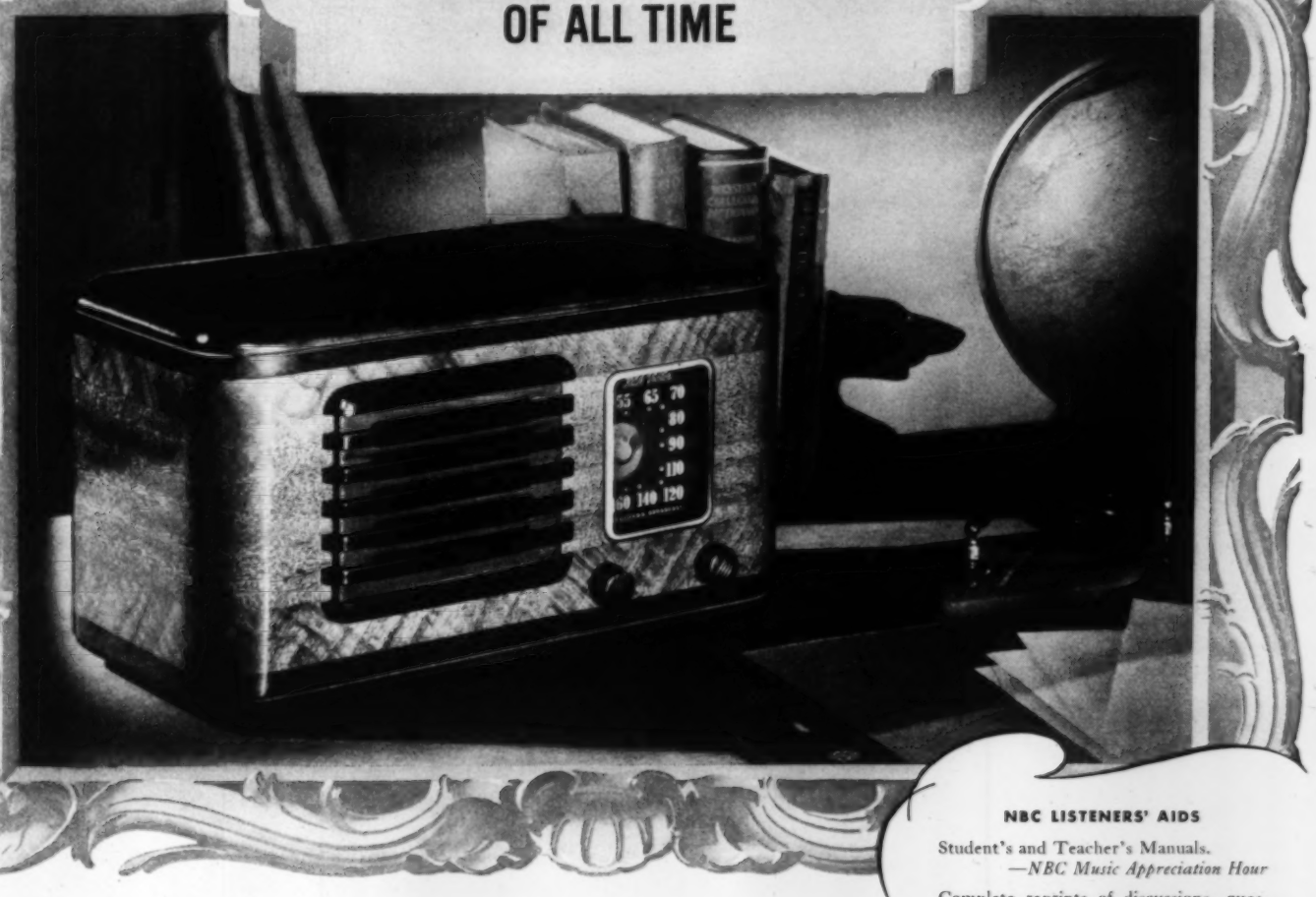
KFBK, Sacramento, KWG, Stockton and KERN, Bakersfield, have become a part of the NBC Pacific Coast Blue as basic stations, and thus qualify for regular Blue Network discounts. KFBK is one of the four highest powered stations on the Pacific Coast and winner of a 1939 Variety Showmanship Award.

NBC BLUE NETWORK

Sales through the air with the greatest of ease

A PORTRAIT OF

THE MOST VERSATILE EDUCATOR OF ALL TIME



NBC and Associated Stations Conduct over a Billion "School" Hours a Year!

In music and drama, in art and literature, and in public affairs, NBC has pioneered great radio programs which are purely educational in character. They are designed and produced entirely as a public service, and they are intended, in the best American tradition, to stimulate free thought and free discussion in a free land.

NBC educational broadcasts are addressed to both students and laymen, to young and old. They represent all facets of culture, all shades of opinion. Modestly figured, they provide more than a billion "school" hours for millions of listeners. Timely, informative and rewarding as these programs are—it is the skillful combination of entertainment with education which gives them their immense popular appeal. To extend their value and usefulness, NBC public service features are supplemented by Listeners' Aids—(listed at the right), prepared in cooperation with leading universities and authorities.

Radio is the greatest medium for the mass-dissemination of information and entertainment ever devised.

In the belief that radio is the most versatile educator of all time, NBC willingly accepts as an obligation and an opportunity the great responsibility involved in the broadcasting over its Red and Blue Networks of large numbers of these important public service programs.

NBC LISTENERS' AIDS

Student's and Teacher's Manuals. —*NBC Music Appreciation Hour*

Complete reprints of discussions, questions, answers, comments and bibliographies.—*America's Town Meeting of the Air*

Monthly reprints of scripts in magazine form. —*Science on the March*

Reprints, discussion, comments, letters, reading lists and bibliographies. —*University of Chicago Round Table*

Complete script reprints, and annotated bibliographies. —*On Your Job*

Complete script reprints—invaluable material for students and teachers of current events. —*Story Behind the Headlines*

Reprints of documentary scripts on the women of America. —*Gallant American Women*

Valuable discussions of human progress through the ages in complete script, including bibliography. —*The Torch of Progress*

Lists of great plays to be broadcast, plots of the 28 Great Plays; settings, historical and social backgrounds, sketches of authors' lives. 11 pages of reference readings. —*Great Plays*

Album of poetic shrines, photographs of poets' homes, human interest stories and comprehensive bibliography. —*Pilgrimage of Poetry*

Complete sets of reproductions of art in color, printed art lessons with illustrations. —*Art For Your Sake*

Write in to NBC for details concerning availability of this material.

NATIONAL BROADCASTING COMPANY

WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

XUM

"Boy, that's management!"

Without belaboring the point, we just this once more want to mention the importance of *station management.*

Management determines the proportion of time devoted to audience-building entertainment. Management says whether or not your program is going to be in "good company" or bad. Management determines the character of the station, of the programming, hence of the audience. Management determines whether the equipment shall be capable of delivering a good, clear signal over its proper territory. Management sets the rates. Management determines the merchandising assistance. Management even determines the voices of the announcers . . . (and their *"will to sell"*).

Management can make or break the effectiveness of any radio effort. That's why Free & Peters has always held management to be the first consideration—when soliciting stations for our own list, and when recommending stations for *your* list . . . . The result is *better results* for hundreds of our agency and advertiser friends all over the United States.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan Ave.	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Jackson 1678*

BROADCASTING
and
Broadcast Advertising

Vol. 18. No. 1 WASHINGTON, D. C., JANUARY 1, 1940 $3.00 A YEAR—15c A COPY

1940 Boom Seen Despite War and Strikes

Year Gets Away to Record Start as 1939 Proves the Best In Radio's History, But Clouds Loom on the Horizon

THE year 1940 will be the best in radio history—

Unless, of course, the unpredictable hostilities abroad lead to an upsetting of American affairs.

And unless musician and talent strikes wreak havoc in the orderly conduct of the broadcast advertising industry.

An optimistic outlook is justified by an appraisal of business already on the books. The new year is getting away to a flying start—a much better start than that of 12 months ago. At that time there was considerable uncertainty, based mainly on unsettled prospects for business in general. A comparatively slumpless radio summer and a booming autumn, especially after the first war nervousness had subsided—these favorable trends carried the year to all-time highs in nearly every branch of the industry.

Hardly a Pessimist

As in past years, BROADCASTING has probed best information sources in key cities to present a consensus of industry trends. Nearly all observers are optimistic; the remainder are at least hopeful. Scarcely a person takes a pessimistic slant.

But no matter how bullish, network, station, rep, agency and sponsor prognosticators recognize the business hazards that center in the uncertain future of a war-torn world.

Rather than scuttling American radio business, the war so far has proved much more of a boon than a curse. It has tremendously increased the amount of American listening, with correspondingly increased sponsor-agency interest in contacting these listeners on behalf of their merchandise.

Even in Canada, where wartime restrictions are the rule, the broadcast advertising industry has enjoyed a boom. Since September the Dominion has experienced an amazing radio upswing, particularly in spot. This autumn expansion brought the year's time sales to a record peak and Dominion broadcasters are now predicting 1940 gains as high as 50% over the past year.

In this country the optimism extends from coast to coast. Curiously, the usually ebullient West Coast is more conservative in its 1940 prophecies. Normally a center of reckless optimism, the Coast is merely hopeful this year, perhaps because memories of labor disturbances and their disruptive effects on most lines of business are still fresh in broadcasters' minds.

Many New York radio figures agree with President William S. Paley of CBS that 1940 should be the greatest year in radio history. Agencies in general are declared to be increasing their radio schedules for 1940. This attitude conflicts with a prediction by William J. Enright, *New York Times* business writer, that radio will be the chief medium to suffer from pruned advertising and selling budgets.

The Debut of TBS

An interesting angle in industry predictions is found in the scheduled debut of Transcontinental Broadcasting System. Whereas some observers fear that TBS, with its big hookup of lower-powered stations, may hurt national spot business, many others believe that TBS will arouse new interest in the effectiveness of small stations as advertising media. The observation is frequently heard that spot should be aided because of the TBS requirement that the entire network be bought. It is pointed out that one of national spot's main benefits is flexibility from geographic and time aspects.

Mr. Enright construes the project, with its claims of Blackett-Sample-Hummert contracts on the books as evidence of a sponsorial economy trend, and he declares the agency and its clients "were willing to promise the new chain 20 hours a week, partly as a protest against increasing time costs on established chains."

The strike spectre looms ominously on the 1940 horizon, with the American Federation of Musicians poised for a mid-January walkout and with AFRA and other organizations seeking higher pay. And only 12 months away is expiration of the industry's ASCAP contract, whose writing involved so much agony four years ago.

As usual, elections will rise to their presidential-year importance. Though candidates will purchase large blocks of time during the actual campaigns, the stations and networks will donate their facilities for frequent programs between now and the nominating conventions. A factor in election-year programming and time-buying will be the new NAB code, but it is too early to foresee its effects.

Scarcity of Time

Availability of time becomes a more pressing problem every year. Daytime hours are in heavy demand, and the market for 30 and 50-word chain breaks continues to become more active. News periods have been sought frantically by agencies and sponsors due to the intense public interest in worldwide, national and local affairs.

The coming year will undoubtedly see encouraging progress in the television art. Some 25 semi-advertising programs already have been broadcast and the FCC has promised to ease the burden of video experimenters by partially permitting them to receive as well as spend money. International broadcasting enjoyed its first sponsorship late in the year as United Fruit bought time on NBC's South American shortwave beam.

Here are resumes of industry opinion as gathered by BROADCASTING's representatives in New York, Chicago, Detroit, San Francisco, Los Angeles and the Dominion of Canada:

NEW YORK

By BRUCE ROBERTSON

"NINETEEN-FORTY should be the greatest year in the history of radio in the United States" says William S. Paley, CBS president, in his year-end statement, "and we believe it will be, because the trend established in 1939 when all previous records have been broken seems likely to continue. As far as the European war is concerned—that has proved to be an opportunity for additional public service.

"We look to 1940 with confidence for two reasons. There has been constant growth in radio's listening audience and keeping pace with that growth has been steady improvement in program technique.

"More than 9,000,000 new sets went into U. S. homes during 1939, increasing the number of sets in use throughout the country to the phenomenal total of 45,000,000. That figure will almost certainly be augmented in 1940.

Higher Standards

"Meanwhile, there has been in 1939, and will be in 1940, continuous improvement in entertainment standards, more rapid development of radio's contributions to education and our engineers tell us that technically we can expect still more achievements.

"Business in general in 1939 for all three major networks showed an appreciable increase over the previous year—and present indications are that 1940 will see that trend continued.

"Meanwhile, we will continue to explore the new frontiers of television, looking towards a proper mastery of technical and program technique rather than mere novelty or exploitation."

Generally, the agencies, station representatives and broadcasters agree with Mr. Paley. For them all, 1939 was a good year—in many instances the best year so far—and *if* things go on as they are going, 1940 should be even better. But that little "if" is keeping a lot of knuckles sore from rapping on wood and a lot of radio executives from making any prophecies as to the state of business for the coming year.

There's the War

For one thing, there's the war. So far, it is true that radio has been affected only slightly by the European conflict, and beneficially at that. Interest in the war has increased listening, especially to news programs and pickups from abroad, which has meant bonus audiences to sponsored programs, especially newscasts. The war, too, has helped the general business upswing to some extent and in that way helped to swell radio's billings. But with a war on, anything can happen, and many advertising plans are being made with a caution not normally compatible with such good business as most advertisers are enjoying.

Another "if" in the radio world is the projected Transcontinental

XUM

Broadcasting System, scheduled to take the air Jan. 1 as another nationwide network. Offering network facilities to advertisers which, because of the increasing restrictions as to both expenditures and copy of the other networks, have confined their radio activities to spot broadcasting, TBS is viewed with alarm by certain station representatives who believe it may cut into their billings. Other representatives, however, feel that this new network, if successful, will prove that good programs will have good audiences regardless of the size and power of the stations on which they are broadcast, and that by virtue of their TBS programs these stations will become more popular and thus easier to sell to spot advertisers.

Many clients, they point out, have distribution problems which make the use of national hookups impracticable, and since TBS is insisting that its advertisers use its complete facilities, it will in the long run help and not hinder the sale of spot broadcasting. The fact that one of the leading buyers of radio time, Blackett-Sample-Hummert, is so strongly supporting the TBS experiment, these representatives say, has already created new interest in the smaller stations on the part of other agencies which previously placed business almost exclusively on the dominant stations in major markets.

Possible Strikes

The American Federation of Musicians; American Society of Composers, Authors & Publishers; American Federation of Radio Artists; the licensing demands of RCA and other phonograph record manufacturers—these and other problem-raising groups present many "ifs" in the broadcasters' 1940 horoscope. It is interesting to note, however, that no instance could be found of any advertiser or agency cancelling or changing radio plans because of threats of strikes which might tie up the broadcasting industry by depriving it of music or some other necessity.

The advertising profession has learned that radio, harrassed as it is by outside forces, has been able to settle all of its problems as they arose, perhaps not with complete satisfaction to itself, but at least so that it has never been necessary to shut down or to interfere in any way with the steady growth of its use as an advertising medium.

Aside from these "ifs," however, the radio picture for 1940 is extremely rose-colored. NBC, CBS and MBS alike found 1939 the biggest year in their respective lifetimes. NBC's Red Network for the year (with December estimated) had gross time sales of $34,950,000, an all-time high for any single network. CBS, recovering remarkably from its 1938 slump, is not only surpassing its 1938 figures by 25% but is also well ahead of 1937, its previous best year.

Mutual also found 1939 tops to date, with time sales some 17% ahead of 1938, with the success of this network's cooperatively sponsored programs a prime factor in the increase. Policy of putting on excellent network programs which affiliates may carry sustaining or sell to local advertisers has been a MBS practice for some years, but in 1939 it achieved its greatest success.

Commercialization of news commentation programs, such as those of Raymond Gram Swing and Fulton Lewis jr. which were snatched up by sponsors last fall after having been sustaining for many months, is another factor to which Mutual ascribes its 1939 increase, while no less important, MBS states, is the fact that a number of sponsors returning to the air on MBS this fall increased the size of their networks over those used during the previous year.

Spot's Best Year

Spot broadcasting also had its best year in 1939, according to leading station representatives, who agree that unless some of those "ifs" develop, 1940 should be even better. This branch of advertising on the air has finally achieved acceptance by advertisers and agencies as a major advertising medium, one leading representative told BROADCASTING, explaining that this has brought about a change in method of selling stations which he believes will become even more pronounced in 1940.

With this recognition, he said, the station and its representative can now do a constructive selling job for any advertiser, building local programs to meet his special requirements, obtaining distribution for his products, and supplying him with market analyses, consumer surveys and similar data. In other words, the effort formerly put in convincing an advertiser of the value of spot broadcasting can now be expended in more constructive selling.

Optimism for 1940 was also the keynote of the agency radio executives, who almost unanimously reported increased radio activities on the part of their clients. Advertisers which formerly concentrated on publication advertising have recently been joining the ranks of radio sponsors in enough numbers to constitute a minor trend, and old advertisers on the air have been increasing their use of this medium. No special reasons for this development were given, except generally good business conditions and the fact that radio has produced such consistently satisfactory results for its users.

Video a Factor

Two new aspects of commercial radio appeared in 1939 and will probably develop in 1940: Television and international broadcasting. While the art of visual broadcasting is still in the formative stage and while there are not enough set-owners as yet to interest many advertisers even if the same amount of time on television stations were permitted, yet during the summer and fall more than 25 semi-advertising programs were telecast on NBC's New York station, W2XBS, experiments with a new advertising technique in which NBC cooperated with advertisers and agencies, NBC contributing the time and the production costs, while the advertisers paid all or part of the cost of talent.

International Sponsor

On the international front, United Fruit Co. on Dec. 1 started the first commercial series ever to ride the shortwaves from this country to listeners abroad. Program is a daily quarter-hour of news, broadcast in Spanish for listeners in Latin American countries in which this sponsor has such extensive interests over NBC's international stations WRCA and WNBI.

With increased trade between the United States and the republics of Central and South America an inevitable result of the European war, it seems safe to predict that in 1940 many other companies will follow the example of United Fruit in broadcasting to these countries. NBC is also willing to transmit commercial programs on its European beam and there is a possibility that within the coming year some sponsor will pioneer in that field as well.

Mexico Ratifies Havana Treaty; 650 to 700 Stations Affected

BULLETIN

THE HAVANA Treaty, laying the groundwork for a widespread reallocation of broadcasting facilities in the United States, has been ratified by the Mexican Congress, according to an unofficial dispatch from Mexico City reaching BROADCASTING at press time the night of Dec. 29. Ratification of the North American Broadcasting Agreement, as it is formally titled, came almost exactly two years after it was adopted in Havana Dec. 17, 1937, by representatives of Canada, Cuba, the Dominican Republic, Haiti, Mexico and the United States.

Between 650 and 700 broadcasting stations out of the 814 in the United States now operating or holding construction permits stand to be affected by the treaty. All on channels above 710 kc. will be shifted in frequency, ranging from 10 kc. to 40 kc. upward from their present positions in the band. Stations on 1500 kc., however, will be shifted downward to 1490 kc. The full table of projected American allocations under the treaty will be found on page 310 of the 1939 BROADCASTING Yearbook, along with text of the treaty.

Requiring all four principal nations as ratifiers before it became

(*Continued on page 68*)

Husing on Golf

TED HUSING, CBS sports reporter, has written the golf article for the 1940 printing of the Encyclopedia Britannica for the third consecutive year, reviewing golf highlights in men's and women's amateur and professional games. Mr. Husing also was elected recently vice-president of the Lawn Tennis Writers Association of America.

CHICAGO

By PAUL BRINES

IN CHICAGO prospects for 1940 look good, but many a puzzling trend was reported by agency executives, representatives and station men. Generally, national and local spot was up 5% in 1939 and network billings were up approximately 12%. Strip show center of the industry, it appeared in Chicago that even more strip shows might be aired in 1940, but experts feel that plots will be on a higher dramatic level with far fewer family troubles in the plots. Definite trends toward the purchase of more news programs and many more chain-break announcements were noted.

With 1940 an election year, Chicago broadcasters brighten at the prospect of political revenue, but dim at the factual thought that most election years wind up with a slight net loss as far as radio time sales are concerned because of the many free hours necessarily proffered. Some station men seemed to sense a small crisis as far as public service broadcasts are concerned. They feel that semi-political organizations are often formed to get free time on the air. The whole problem of free time on the air appears prominent among broadcasters' worries for 1940. Whom to refuse is the question. Some Chicago quarters suggested that an organization similar to Better Business Bureaus may be set up of necessity to judge the groups asking for free time.

Time Is Scarce

With desirable time periods at a premium, network stations will find a greater demand for 30 and 50-word chain break announcements, it is felt. Some network affiliates are upping chain break rates and one prominent representative organization is understood to be specializing in the purchase of chain breaks.

There are many indications that national advertisers will buy news programs on a consistent spot schedule throughout the country. It appears that many more news periods will be bought during 1940, following the trend predicted in BROADCASTING last January. The trend toward increased purchases on all kinds of sports programs appears stronger. Baseball, football, racing programs, hockey and basket ball are more in demand, as the public shows growing interest in sporting events.

Prize Contest Shows

Another distinct trend in Chicago is that of the prize contest show. Many an advertising eye has been raised in the direction of *Mu$ico*, which was setting unique records as the year ended. A canvas of Chicago agencies indicates many shows similar to *Mu$ico* and *Pot o' Gold* being readied for the air. A program similar to *Pot o' Gold* has started in Chicago for a local advertiser. Called *Wheel of Fortune*, it is sponsored by Hirsch Clothing Co. A trend close to the prize contest and the gift shows is one dealing with games. Some radio men feel that 1940 will find many shows built around parlor games.

A number of agency radio men feel that 1940 will find more "per-

sonality acts" on the air. Daytime shows of the Kate Smith and Tony Wons type, they believe, will compete more vigorously with daily strip shows. Other personality shows like *Raymond Gram Swing, Confidentially Yours, Don't You Believe It* will become more popular, it is thought. The basic point of this forecast is that personality shows are more economical.

Chicago opinion as to the effect of Transcontinental Broadcasting System on spot sales was divided. Concensus was that the new network will not hurt spot sales, that it may well have the effect of hastening national advertisers to buy more chain breaks on other networks.

Effect of TBS

Chicago program firms noted a trend toward advertisers buying more public service features. Shows that are informative and entertaining will be sold more during 1940, they point out. Citing *Information Please* as an example of this type of show, they believe the time is ripe for sponsorship of public forum shows that are informative and can be made entertaining, and shows that are primarily entertaining and can be made informative. Whether or not they are sponsored, there appears to be an increase in the production of shows into which the opinions of the public will be injected. In this same connection, music-idea shows are being sought by some agencies to compete with daytime strip shows.

During 1939, Household Finance Co. dropped its half-hour CBS show featuring Eddie Guest and early in 1940 will increase its spot radio schedule. Also during 1939, Alka-Seltzer added a second network show to its *National Barn Dance* schedule when it started *Alec Templeton Time* on NBC-Red. In addition, the sponsor continued its heavy spot schedules. A significant network show in Chicago was *Dr. I. Q.*, sponsored by Mars Inc. on NBC-Red. Aired from moving picture theatres, the quiz show made an outstanding record during 1939. Another outstanding account during 1939 was Brown & Williamson Tobacco Co. which had four network shows on the air at year's end in addition to natoinal spot placements.

Jump in Billings

NBC-Chicago (WMAQ-WENR) reported national and local spot billings of $600,000 for 1939, with national spot billings out of Chicago of more than a million dollars on its m. and /o. stations. NBC-Chicago network billings increased 12% during 1939 over 1938. A break-down made by CBS-Chicago (WBBM) indicates that the five 50,000-watt stations in Chicago totalled 959 quarter-hour national and local spot periods in 1938, 1,041 in 1939, an increase of 82 or 8.55%. The survey included neither spot announcements nor participating announcements. The breakdown showed a 33% increase for WLS in quarter-hour spot periods, with WBBM second, showing an increase of 20.6% over 1938. Phillips Petroleum Co., Melville Shoe Co., Gruen Watch Co. Bathasweet Corp., and Peter Hand Brewing Co. were listed as new spot clients on WBBM during 1939. All of these sponsors bought news programs except Peter Hand Brewing Co. which sponsored a sports summary.

LOS ANGELES

By DAVID GLICKMAN

IF THE LAST six months is any criterion, West Coast radio is in for a good year. This is the optimistic opinion gleaned from Pacific Coast broadcasters, station representatives, agency time buyers and others in the know. The past fall and early winter increase has been steadier and more pronounced than in 1938, and it is estimated that the 1939 total will greatly exceed that of the year before, despite lulls. It was pointed out that many stations on the Pacific Coast generally had a good summer in 1939, without the customary slump.

Reps Open Coast Offices

While reluctant to make predictions beyond the first quarter because advertising budgets are in the process of being approved, others being planned, and many just geared to business returns, it may safely be said that early 1940 broadcast appropriations will continue at least at present levels. No splurge is expected.

The feeling in many cases is that if there are changes, they will be for the better, with many advertisers substantially increasing appropriations for spot as well as regional and national network time. Agency time buyers reminded that the West Coast had its share of labor problems this past year, which had their effect on general business, holding up several planned radio campaigns and cancelling others.

The increased cost of raw materials, due to the war in Europe and China, has also curtailed radio plans of a few Pacific Coast firms. It was pointed out that while spot business from the West Coast for

(*Continued on page 60*)

SAN FRANCISCO

By J. CLARENCE MYERS

1939 WAS a good year—it topped 1938 in every phase of broadcast advertising, spot, network and local, but . . .

"Watch us go in 1940"

That was the consensus of the station managers, sales managers, representatives and agency time buyers relative to the prospects of the New Year for the broadcasting industry in the San Francisco Bay area and Northern California.

Practically every interviewee agreed that 1939 was a greater revenue producer than the preceding 12 months, although some noted that business had been a little late in starting. The past summer was considerably better than in 1938, but the fall period up to November proved disappointing, in the opinion of some. The reason for the latter, it was explained, was probably anxiety over the European war.

From every corner came predictions that San Francisco, would prove a far greater production center for commercial shows in the New Year than heretofore.

Jackson Optimistic

Henry Jackson, Northern California sales manager for CBS stated that more San Francisco originations for Coast network productions are planned than ever before. The prospects for 1940 are gratifying at this stage, he said.

"There is every indication of a heavy increase in spot business in 1940 and there is a definite upturn in agency interest in Northern California radio," Mr. Jackson stated. "In fact, our chief worry at the moment is to find air time for our clients."

Al Nelson, NBC general manager in the Golden Gate city, looked for a record year. "I believe the opportunities are here. There are

(*Continued on page 60*)

12 TOP STORIES 1939
BRITAIN-FRANCE DECLARE WAR ON GERMANY 1
POLAND INVADED 2
FINLAND INVADED 3
RUSSIAN-GERMAN PACT 4
KING GEORGE VI VISITS U.S. 5
DEATH OF POPE-ELECTION NEW 6
SQUALUS DISASTER 7
NEUTRALITY SESSION 8
GERMANY ANNEX CZECHO-SLOVAKIA 9
SINKING OF ATHENIA 10
MUNICH BEER HALL BLAST 11
CITY OF FLINT 12

WITH a critical eye two of the nation's foremost newsmen view the selections of more than 1,000 editors for the 12 top stories of 1939. Earl Johnson, left, vice-president and general news manager of United Press, and Paul White, CBS director of public affairs, compare notes on the nationwide poll of UP client editors and CBS stations, which was dramatized under the direction of Max Wylie in Columbia's fifth annual *Twelve Crowded Months* on the CBS network the night of Dec. 30. The poll was completed just before the *Graf Spee* scuttling but the naval incident was included in the radio program. Associated Press' *Ten Biggest News Stories of 1939*, carried Dec. 31 on NBC-Red, listed the same biggest events, except the *Graf Spee* episode replaced the neutrality session. Transradio Press editors included collapse of loyalist Spain in lieu of the sinking of the *Athenia* in their "10 biggest."

DETROIT

ADDED interest in spot radio, apparently developing at the expense of chain show programing, appeared to be a development in Detroit automotive advertising circles during 1939 and may continue into 1940. Although the automobile business had a satisfactory year in the last 12 months there were no reinstatements of the many chain shows which car companies sponsored during the boom 1937 days, and at the present time formulation of any such developments appears vague. Spot buying increased in marked dimensions, however.

Meanwhile, one important time buyer in Detroit reported a tendency he noted during 1939 which might develop into contraction, rather than expansion, of spot time buying. He said the rapidly increasing use of daytime programs was making it constantly more difficult to obtain satisfactory spot time. He admitted that 25 or 50-word spots were fairly easy to obtain, even with an added amount of daytime sponsorship, but that some difficulties cropped up during 1939 for the first time when attempts were made to line up longer spots than pure program breaks.

Audience Trend

The intense interest in day-by-day developments of the war has turned attention of all agencies and sponsors to the advantages of news broadcast sponsorship. As yet there has been little, if any capitalization on such advantages in Detroit, primarily because the big bulk of the time buying done from here is for automotive accounts

The auto companies are constantly concerned with public relations problems, particularly since the wave of labor troubles hit them three years ago, and as a result they have hedged in the past at news sponsorship, fearing criticism from persons who might say the sponsors distorted the news. This feeling seems to be definitely on the wane, however.

All time buyers were interested in the trend toward dramatic and audience participation shows which registered so strongly during 1939. Their interest indicated a receptive attitude toward possible new undertakings of this sort in 1940.

From all present indications, the auto industry will be in good shape to renew and expand its radio commitments during 1940. Production during the calendar year just ended came to approximately 3,700,000 vehicles, a gain of more than 1,000,000 over the previous year's total. Present estimates are that next year will see 1939's showing expanded by from 500,000 to 1,000,000 more cars and trucks, which should correspondingly augment advertising appropriations if past experience is followed out. The enthusiastic reception of the 1940 models introduced last fall provides optimistic grounds for anticipations in the 12 months ahead, particularly in view of the present expansion in business.

EXCLUSIVE radio rights, either on a sustaining or on a commercial basis, to all college basketball games played on the 30-game schedule at Madison Square Garden, New York, during the current Winter Series have been purchased by WNEW, New York, with Earl Harper, WNEW, sportscaster, covering the play-by-play accounts.

Sale of 9 Million Receivers Marks Year of Radio Service

War Broadcasts, Television, F-M, Code Cited Among Outstanding Developments of the Year

WITH RADIO surpassing all its previous achievements in public service in 1939, the coming year promises a further increasing opportunity for the broadcasting industry to add to its prestige, according to year-end statements of trade leaders.

In his annual statement David Sarnoff, RCA president and chairman of the board of NBC, pointed out that two factors alone—the international situation and the 1940 Presidential nominations and election—should insure a year of eager and unflagging public interest in broadcasting.

Many Receivers Sold

From the business viewpoint 1939 also was a record-breaking year, not only in the amount of commercial broadcasting carried but also in the sale of radio receivers and equipment. Mr. Sarnoff's statements concerning both the social and commercial aspects of 1939 broadcast enterprises are echoed in the opinions of other network and radio manufacturing executives. The increases are reflected throughout the industry through increased employment and higher wages, additions to payrolls and research budgets, as indicated in various executives' statements.

The industry's most imposing single package of public service, as recognized by the general public, doubtless was the wholesale canceling of commercial as well as sustaining programs to give minute-to-minute coverage of the war situation in Europe early this fall, along with the continuation of this service on a regularized but intensive scale following the initial crisis in September. The outbreak of war in Europe is credited with making the public more avid in their demands of radio than ever before, hiking receiver sales and increasing the steady listening audience.

Engineering Achievements

Among engineering achievements recorded by the industry during the year, two stand out—television and frequency modulation. International shortwave broadcasts registered further gains during the year in power and production technique, with a consequent growth in the foreign listening audience, particularly in view of the fact that the shortwave news broadcasts of U. S. stations were the only ones available that brought foreign listeners uncensored international news.

Citing figures in his statement, Mr. Sarnoff pointed out that more than 9,000,000 receivers were sold during the year and estimated there are now about 45,000,000 radio sets in American homes and automobiles. The industry's annual payroll he estimated at $500,000,000, representing the employment of 400,000 persons.

Remarking on NBC's inauguration of regular television service in New York on April 30, 1939, the RCA president declared: "Those who predicted that the introduction of television would retard radio progress have been poor prophets of the year's amazing results in sound receiver sales." Among other television developments he cited the reception of visual signals from New York in an airliner flying more than 20,000 feet above Washington, D. C., 200 miles away, and RCA's new lightweight portable television transmitter. For 1940 he forecast the improved projection of large screen television images, adequate for theatre presentation, and television relay stations, using frequencies of 500 mc. and upwards, looking toward a television network.

"The year 1940 will see further increase in the demand for radiophonograph combinations," predicted George K. Throckmorton, president of RCA Mfg. Co., in his year-end statement. "If the war in Europe continues, the public interest in listening to shortwave broadcasts direct from the various capitals will increase. This will help merchants sell the better grade of receivers, for good shortwave reception depends upon having a good instrument." Pointing out that RCA Victor unit volume has increased substantially over 1938, although there was a decline in unit price, Mr. Throckmorton declared that the company "anticipated that 1940 would really mark the beginning of active television sales."

Baker of GE on Television

Dr. W. R. G. Baker, head of the radio and television department of General Electric Co., termed television "still an engineering achievement and a commercial enigma" as he stated that 1939 consumer purchases of radio receivers were seriously affected by two factors—the introduction of television service in New York and the American public's becoming radio-conscious as it had never been before when they "awoke to the realization that, for the first time, they could actually hear a war breaking out".

Consumer reaction to the great amount of publicity on television, plus the opening of the New York television service, made it difficult to convert the potential purchaser of a radio receiver into an immediate buyer, he declared. To offset this condition, he continued, the public has been offered during 1939 the greatest dollar value in the history of the industry, and in addition was gradually educated, not only in the limitations of the existing television service, but also as to the near future possibilities of television on a national basis.

As for the effect of the war on needling the market for receivers, Dr. Baker commented: "Whether

(*Continued on page 64*)

New NBC V-President

SIDNEY N. STROTZ

Strotz Promoted To V-P by NBC

SIDNEY N. STROTZ, former manager of NBC-Chicago, has been elected vice-president in charge of the NBC Central Division, according to an announcement by Lenox R. Lohr, NBC president. Mr. Strotz has served as manager of the division since last January when he succeeded Niles Trammell, who was transferred to New York as NBC executive vice-president.

A former president of the Chicago Stadium, Mr. Strotz entered radio in 1933 as manager of NBC Program & Artists Service, Chicago. A native of Chicago, he attended St. John's Military Academy and Cornell U. He left college to serve with the 326th Battalion Tank Corps during the World War.

When he left the service, Mr. Strotz was employed by the Automobile Supply Co., Chicago, eventually becoming vice-president. Later he became vice-president of the Wrap-Tight Corp., Chicago. In 1928, he organized the Chicago Stadium Corp., becoming secretary and treasurer of the company which built and operated the largest indoor arena in the country.

When he became president of the corporation in 1930, Mr. Strotz promoted almost every form of entertainment from championship fights to circuses. He brought Sonja Henie to this country for her first exhibition tour. Mr. Strotz was program director of NBC-Chicago from 1934 through 1938.

Dodge Bros. Returning

DODGE BROS., Detroit, division of Chrysler Corp., is planning a transcribed series of weekly half-hour variety programs for a campaign to start late in January. RCA will cut the transcriptions, but no further details of the campaign could be learned from Ruthrauff & Ryan, New York, the agency in charge.

Nebraska ASCAP Law Is Held Void

Federal Court Finds Rights Of Author Are Violated

FIRST permanent injunction against application of a State anti-ASCAP law was granted Dec. 27 by a Federal court in Nebraska. The decision declares the Nebraska anti-ASCAP law unconstitutional and was written by a three-judge constitutional court in Lincoln, Neb.

The court ruled that portions of the law which it adjudged invalid were so essential to the whole that the whole law must be held inoperative. Circuit Judge Gardner of Huron, S. D., wrote the opinion, with District Judges Munger and Donohoe also hearing the case.

Exercise of State police power over combinations allegedly in restraint of trade is subject to the Federal Constitution, the court stated, describing the right of an author in intellectual productions as similar to any other personal property right. "The statute cannot be justified as a method of exercising the police power," the court stated. "This power may not be extended to the extent of taking private property for a public use.

Violates Two Laws

"While the power reasonably to restrain unlawful monopolistic trade, restraining combinations from exercising any rights in the State may be conceded, an act which compels the owner of a copyright to offer it for sale in a certain way, and if he fails to do so take it from him without compensation, violates the due process and equal protection clauses of the Constitution and the Federal Copyright Act."

The Nebraska anti-ASCAP law became effective May 17, 1937. Representing NAB in the Nebraska hearing were Andrew W. Bennett, special counsel, and William J. Hotz, of Hotz & Hotz, Omaha. ASCAP attorneys were Louis J. TePoel and Eugene Blazer, locally, with Louis Frohich and Herman Finkelstein, of Schwartz & Frohlich, from New York.

P & G Renews Serials

PROCTER & GAMBLE Co., Cincinnati, on Jan. 1 is renewing its five daytime serials heard for different products on CBS, Monday through Friday, with one shift in time. Continuing are: *This Day is Ours* (Crisco), 47 stations, 1:30-1:45 p.m.; *Road of Life* (Chipso), 24 stations, 1:45-2 p.m.; *Road of Life* (Oxydol), 13 stations, 1:45-2 p.m.; *The Goldbergs* (Oxydol), 30 stations, 1-1:15 p.m.; *Life Can Be Beautiful* (Ivory soap), 32 stations, 1:15-1:30 p.m. The program *Manhattan Mother* (Chipso), nine stations, shifts from 9-9:15 a.m. to 4:30-4:45 p.m. Compton Adv., New York, handles the Crisco and Ivory soap accounts. Pedlar & Ryan, New York, is agency for Chipso. Blackett-Sample-Hummert, Chicago, places the Oxydol account.

MANHATTAN SOAP Co., New York, in December and early January renewed 15 contracts with stations carrying thrice-weekly quarter-hour news periods for Sweetheart soap. Franklin Bruck Adv. Corp., New York, is the agency.

Consumer Movements and Advertising

Rational Approach Suggested as One Way to Reach Agreement

By WALLACE WERBLE
Editor, Food-Drug-Cosmetic Reports

THE CONSUMER movement, which has recently hit the headlines of the daily press via the Dies Committee and the trade press via the Federal Trade Commission's complaint against *Good Housekeeping* Magazine's advertising practices, has reached that stage of development where it commands the serious attention of business and advertising.

In other words, during the last year, the development of the movement — rather quietly — has been such that it can no longer be laughed off as a passing fancy or a bunch of crackpots. For better or worse, the movement is here to stay. For better, it is composed, in the main, of the mass of American housewives who want to know more about what they are buying and want to be sure their dollar is going as far as it can.

Probably for worse, like any other movement, worthwhile or otherwise, it has its fanatics, zealots, and probably its share of "Reds" all of whom make a noise far out of proportion to their actual influence on the mass of women who actually make up the movement.

The Rational Side

The Dies Committee report tried to link the consumer movement to a subversive attempt to undermine the American system, specifically aimed at advertising. Last August, when the Federal Trade Commission charged *Good Housekeeping* with misleading the public through its advertising guaranty and seal certification systems, Richard E. Berlin, executive vice-president of the magazine, charged this was part of the consumer's subversive plot to destroy advertising, and his activities since have indicated that he would like to stir up a "holy war" on the part of industry and advertising against the consumer movement. When the Dies Committee report appeared during hearings on the *Good Housekeeping* complaint, Mr. Berlin said in effect —"I told you so".

With charges of this nature filling the air, it would seem of paramount importance for business and advertising executives to view the whole picture in a rational rather than emotional frame of mind.

Is it true that the consumer movement constitutes a real threat to proper advertising? Is the threat really a straw man constructed from emotional attitudes or as expedients to serve personal interests at a particular time? Should business and advertising lend its support to these frontal attacks against the consumer movement? What are the chances of success from such attacks—if they fail, what are the stakes to be lost? Are there any alternatives to the frontal attack—the smear program?

All these questions and many more are deserving of frank and searching answers before any business or advertising executive risks his own and his organization's goodwill to participate in the frontal attack plan of action.

The American Retail Federation already has supplied one answer to this series of questions in a pamphlet titled *Labeling the Consumer Movement*, prepared by Dr. Warner K. Gabler. Pointing out that certain activities promoted by business interests threaten to drive the broad middle group of consumers (the majority by far) into the arms of the more militant and radical wing, Dr. Gabler concludes that "informed and understanding business leaders can cooperate with leaders of the movement in order that mutual problems may be solved satisfactorily for both groups".

As a practical application of this program, the National Consumers Retailer Council has just formed what is believed to be the first joint advertising committee on a national scale composed of representatives of business, advertising, and three women's groups generally considered to be middle-of-the-road consumer organizations.

Meeting of Minds

The Utopian ideal, of course, in the relationship between consumers and business-advertising would be based on mutual respect for each other, no matter how vigorous the disagreements might be on specific points. If one views democracy as a clash of interests which results in a compromise for the greater good of the greater majority, it is possible to view business and consumers as naturally-occurring conflicting forces essential to the greater well being of a great democracy—forces that will always be with the country unless it changes its form of government. Like all ideals, this probably is a long way off with both sides suspicious, at the present, of the other, its motives, aims and sincerity.

The significant trend, however, appears to be in the direction of eliminating these suspicions — in the direction of having responsible representatives of these conflicting forces getting together, sitting down around the same conference table to discuss their problems and to arrange for a meeting-of-the-minds as far as this is possible. Probably there always will be business and advertising leaders who see "red" everytime the phrase "consumer movement" is mentioned; likewise, there probably always will be consumers who think the words "business" and "cheat" are synonomous. But eliminating these extremists on both sides, it appears increasingly possible that the two democratic forces of conflict can conduct their operations under "Marquis of Queensbury" rules.

After all, the objectives of both forces of conflict are not so far apart—the difference occurs in the approaches to the objectives. The primary fundamental of business is to satisfy the consumer and his or her wants. Without this there can be no business. And advertising is a means of telling the consumer that this or that particular article will satisfy his or her want.

The consumer, on the other hand, wants to know more and more about the product to be bought. Thus advertising serves to bridge the gap between business and the consumer. With the exception of extremists, no consumer, deep at heart, really expects the advertiser to tell the bad about his article along with the good. That is just not human nature. The most the consumer movement can expect from advertisers is truthful advertising—and business can go along with that ideal because it does the honest businessman no good if his competitor can get away with untruthful advertising about a competitive product.

The fundamental point in a rational rather than emotional approach to the entire situation, both from the standpoint of business-advertising and the consumer, is to eliminate consideration of extremists or die-hards in both groups. Despite the fact that a vocal minority is always harping on the evils of the American system of radio, it just isn't possible to convince the mass of Americans, even admitting that the system has certain faults, that radio in the U. S. is essentially and fundamentally bad—and it won't be possible as long as Mr. and Mrs. Average American, rich or poor, can get the wide variety of high grade and entertaining programs now available without any additional cost other than the purchase of a radio set and the effort it takes to turn a dial.

Consumers All!

Likewise, even admitting that evils might exist in business, it just isn't possible to convince the mass of American housewives that there is anything essentially and fundamentally wrong with the food industry, for example—not so long as the housewife of today can get a larger variety of better foods, better prepared for keeping purposes than the foods that were available to her grandmother.

After all, who are consumers? Everybody! The business or advertising executive who starts out to buy an article of commerce is as much of a consumer as the harried housewife who rushes into a drug store to buy a cosmetic item that she hopes will help her recapture the lost glamour of youth. The executive wants to know as much as possible about the article he wants to buy, and wants to be sure that he gets his $1.01 cents worth out of every dollar. In fact, he probably would howl louder than the housewife if he learned that he wasn't getting his money's worth—simply because he probably, because of education and practice, can howl louder than the average housewife.

Thus, there is nothing subversive in the fundamental idea that operates in the consumer's mind. And consumer organizations are nothing more than examples of the great American expression of the gregarious principle—the joining of organizations wherein one gets together with other people who happen to think alike on a certain subject.

Grade Labeling

What are the specific objectives of the consumer movement today? The primary goal appears to be grade labeling for a vast amount of consumer goods, primarily foods and textiles. Consumer leaders are willing to admit that grade labels or not the efforts of the industry to satisfy this unforeseen demand will result in a period of overproduction is difficult to predict. If history

(*Continued on page 64*)

SURROUNDED by six Vassar girls, Chester H. Lang, General Electric advertising and broadcasting manager, extends greetings over international stations to the girls' homes abroad. Some 60 students from other nations sent personal greetings to their distant homes during a Christmas party Dec. 17. Girls (l to r) are Carolinda Waters, Jill Rennie, Nancy Hallinan, of England; Jacqueline Heinzen, Christiane and Lucie Dourif, of France. Miss Hallinan is the daughter of Charles Thomas Hallinan, of the UP London staff. Miss Heinzen is the daughter of Ralph Heinzen, manager of the UP Paris bureau.

Cox Jr. Directs WSB; Switch to CBS Is Unlikely

WAGA Is Offered for Sale; WSB Personnel Unchanged

FOLLOWING his acquisition of WSB and WAGA along with the *Atlanta Journal* Dec. 12 [BROADCASTING, Dec. 15], former Gov. James M. Cox of Ohio, newspaper publisher and radio station operator, announced Dec. 27 that he had designated his son, James M. Cox Jr., as executive in charge of WSB as well as WHIO, Dayton, which he has supervised for several years.

WIOD, Miami, the third Cox station, will continue under the same executive management directed by Hal Leyshon, editor of the Pulitzer Prize-winning *Miami Daily News*. Personnel of WSB will remain unchanged.

No Network Switch

Regarding the report that the 50,000-watt WSB would shift its network affiliation from NBC to CBS, Gov. Cox told BROADCASTING there had been conversations with CBS but that these were entirely preliminary. He indicated there was no immediate prospect of a change and that no steps would be taken until a survey of WSB operations has been completed. WSB holds a long-term affiliation contract with NBC, whose fulfillment is likely to be insisted upon by that network.

Gov. Cox acquired 70% of the common stock of the Atlanta Journal Co., including WSB and a 40% interest in WAGA, for $1,826,125, together with all of the preferred stock for an additional $117,560. The deal was all-cash, and included an arrangement to purchase the remaining 30% of the common stock at $450 per share. Involved also was the purchase of the *Atlanta Georgian* and *American* from the Hearst interests, and those newspapers have been discontinued.

With the acquisition, which gives him newspapers along with stations in Dayton, Miami and Atlanta, besides his two dailies in Springfield, O., Gov. Cox announced a new board of directors for the Journal Co. He became chairman of the board and his son vice-chairman. John A. Brice, former vice-president and general manager, became president. George C. Biggers was named executive vice-president and general manager; Dan J. Mahoney, publisher of the *Miami Daily News*, vice-president; John Paschall, editor; Horace Powell, circulation director.

WAGA Will Be Sold

Gov. Cox's 40% interest in WAGA, which is Atlanta's NBC-Blue outlet while WSB is NBC-Red, will be sold definitely this month, it was stated. There is a possibility that Clark Howell, publisher of the *Atlanta Constitution*, who participated with Gov. Cox in the Hearst deal for scrapping the *Georgian-American*, may buy it. Mr. Howell has long been interested in acquiring a radio station, although he once owned what is now WGST which was given away to the Georgia School of Technology and later leased commercially by that institution to a group headed by Sam Pickard.

Gov. Cox holds an option to purchase the remaining 60% of WAGA from Norman K. Winston, New York associate of Arde Bulova, for which $100,000 is to be paid. It is learned that Gov. Cox is offering all of WAGA for $175,000, although this would represent a loss to him in view of his investment in the station and option commitments. If a sale deal is not concluded by Jan. 5, it is possible the Winston-Bulova interests will acquire the station, buying back the 40%. Counsel for Gov. Cox, however, have asked them to extend the time beyond Jan. 5 to give more time to dispose of the station. Gov. Cox has stated he is not interested in operating two stations in Atlanta.

THE JAMES M. COXES, Senior and Junior, arrive in Atlanta to take over WSB, WAGA and the *Atlanta Journal* in mid-December. At left is Gov. Cox, who becomes chairman of the board, and at right is his son, named vice-chairman and designated executive in charge of WSB.

Conferences With AFM Fail To Avert Threatened Strike

DESPITE numerous conferences between representatives of the radio industry and the American Federation of Musicians in an attempt to avert a nation-wide walkout of all musicians employed on programs of the networks and their affiliated stations on Jan. 17, following the termination of the present national quota plan, no satisfactory solution has been reached.

For a while it had looked as if the whole problem would be wound up before the first of the year, but as of Dec. 29 things again were uncertain.

"The situation is exactly the same as it was when negotiations between the AFM international executive board and the IRNA committee were broken off on Nov. 23," Thomas Gamble, AFM executive, told BROADCASTING Dec. 29. "We hope that some means of satisfactory settlement will be found, but at the moment the Jan. 17 deadline still stands." Joseph N. Weber, AFM president, is seriously ill and was not available for comment.

Seeking Dept. Justice Views

While neither radio nor AFM executives were willing to divulge any information concerning the situation, other than to admit that it is extremely serious, it has become known that representatives of the radio industry have sought to obtain the views of the Department of Justice. It is also understood that as a result of these views numerous conferences have taken place between representatives of the networks and their affiliates and between them and Mr. Weber and other members of the executive board of the AFM.

No statement has been released by any party as to the results of these conferences, but present indications are that the AFM is maintaining a stiff attitude with regard to the possibility that a substantial number of musicians may be discharged from station staff employment at the termination of existing contracts Jan. 17.

Union Ponders Tax Plan

It is rumored that in an effort to save the jobs of these men, the AFM is not only continuing to talk strike, but is also threatening to endeavor to introduce a new system of taxation by which the musicians who play in key stations on programs for network distribution will have to be paid in accordance with the number of stations receiving the music.

Neither confirmation nor denial could be obtained from the musicians' union regarding this report of a plan to load on to the networks the full burden of producing increased revenue, if not employment, for AFM members.

In contradiction to the union's previous emphatic denials that it would originate any further proposals, and its assertions that the next move must come from the broadcasters, it is now admitted that every possibility of a solution is being explored. However, a union spokesman declined to disclose the details of any of the suggested alternatives to the present quota plan or to admit that this soak-the-networks scheme was one method under consideration.

Reflects Musicians Attitude

An article entitled "Radio Agreements" appearing in the December issue of the *Cincinnati Musician*, published monthly by the Cincinnati Musicians' Assn., gives an interesting picture of the broadcasting industry as it appears to a musician. After discussing radio-musician relationship, the article states:

The entire question of broadcasting musicians' service is more complicated than most of us think. It is tied up with other questions—recording and transcriptions, and it is more muddled locally because of recent changes as explained above. There are, however, several bright clouds in the scene.

The broadcasters as a group are not in the same position nationally as are we, as musicians. There is a voluntary organization and their national organization has no way to keep the individual operators of radio stations in line. The individual station operators all have certain interests in common, but they are finally skeptical of each other's motives, as they are all competitors. For these reasons they are not likely to continue to present a united front of opposition to the Federation and, as soon as a few breaks occur in that solid front, they cannot defend themselves, since those who break the solid front will have too much of a business advantage over the remaining operators.

Even if this does not occur, there are other problems affecting the radio industry which are more important to them than musicians' contracts. The record manufacturers are seeking to license all stations at an average cost of about $250.00 per month per station. There are four such companies with whom the stations would have to take out licenses, which means $1,000.00 per month expenditure. The Society of Authors and Composers have enjoyed exceptionally favorable contracts with radio station operators and that contract, under which the total payment is in the many millions, expires in about a year.

While it is possible that the radio industry will hang together in opposition to demands of musicians to show a solidarity of purpose for the affect it will have on Recorders and ASCAP, it is more likely that they will want to avoid a test of strength with musicians which might leave them in a weak position to solve these other questions on which they seem to be in greater agreement, since obviously they have less feeling against paying musicians for services rendered than paying a royalty fee for an intangible something—the right to permit someone else to play given compositions on their stations.

EXECUTIVE PRAISE

Roosevelt Lauds Cox on His Atlanta Properties

PRESIDENT Roosevelt, who was running mate of Gov. Cox on the Democratic ticket in 1920, when the latter ran for President and the former for Vice-President of the United States, on Dec. 18 wired his felicitations to the Ohioan on the occasion of his acquisition of the *Atlanta Journal* and its radio properties. The message read:

"Accept my hearty congratulations as you enlarge your activities and broaden the field of your influence. Just short of a score of years ago you and I were together fighting side by side. In the years that have intervened we have each been active in widely different fields. Now, happily, I feel that we are brought closer by the bond of union which your entry into my other State—Georgia—symbolizes.

"All success to you as an old friend and now as a fellow-Georgian."

Atlantic City Plans

NORMAN REED, manager of the former WPG, Atlantic City, which goes off the air as of Jan. 1 to be merged to make WOV in New York a fulltime station, will be the manager of the new WBAB, Atlantic City, which is scheduled to begin operating Jan. 15 as a local on 1200 kc. Earl Godfrey, WPG's chief engineer, will be chief engineer of the new station, which will be operated by the publishers of the *Atlantic City Press* and *Union*, headed by Albert J. Feyl. Collins transmitter equipment and a 205-foot Lehigh radiator are being installed. Associated Press news and NBC *Thesaurus* have been ordered.

TBS Poised to Make Formal Debut Jan. 1

Roosevelt Heads Nationwide Hookup

By BRUCE ROBERTSON

AT MIDNIGHT of Dec. 29, as BROADCASTING went to press, John T. Adams, chairman of the board of the newly projected Transcontinental Broadcasting System, issued a one-sentence announcement: "TBS will definitely go on the air at 10 a. m. Jan. 1."

Mr. Adams declined to amplify this statement, which did little to quell the tide of rumors about the proposed new national network which had been flooding advertising circles during the preceding week. These rumors were chiefly to the effect that the new chain had run into financial difficulties which threatened to prevent it from reaching the air.

Elliott Roosevelt, President

Despite a persistent story that Elliott Roosevelt, president and chief instigator of TBS, had been ousted, it was learned on reliable authority that he remains as president of the new network.

Despite lack of official confirmation, it was generally believed that guidance of TBS is now in the hands of H. J. Brennen, owner of KQV and WJAS, Pittsburgh, and treasurer of TBS. It is understood that Mr. Brennen personally raised sufficient capital to finance TBS operations during its initial period and that negotiations with New York bankers previously begun by the Roosevelt regime have been entirely broken off. There are no banking interests whatever involved in TBS, it was definitely stated. Mr. Brennen has been a constant attendant at the daily conferences of the network officials in New York with executives of Blackett-Sample-Hummert.

Sutton is Satisfied

George O. Sutton, Washington radio attorney and counsel for Mr. Brennen, who is also a director and stockholder of TBS, returned to Washington Dec. 29 following the New York sessions and asserted he was satisfied with the structure and plans for TBS. The fact that he returned indicated the conferences were completed and tended to confirm Mr. Adams' statement that everything was ready to go.

An aura of mystery surrounded the New York sessions. The agency men, like those of the network, were unavailable for comment. A report that the agency insisted that TBS produce proof of enough financial backing to guarantee its operations for a minimum of three years persisted despite assurances by the network that Blackett-Sample-Hummert will live up to its reported commitment of 20 hours a week of commercial business for a full year. If that is so, the gossipers counter, why all the conferences and why all the secrecy? To which there was no answer, as this was written.

Transcontinental's Opening Schedule Jan. 1

A.M.

10—Invocation by Monseigneur McDonald, National Director, Propagation of Faith; Dr. Louis Finkelstein, head of Jewish Theological Seminary; Dr. Robert Searle, representing Protestant Churches.

10:30—Mayor Fiorella H. LaGuardia, New York.

10:45—Salute to Blackett-Sample-Hummert programs, *Stella Dallas, Just Plain Bill, Our Gal Sunday, David Harum, Lorenzo Jones, Easy Aces, Backstage Wife.*

11:45—Gov. Horner of Illinois.

P.M.

12—Preview of *Helen's Home*, sponsored by Dr. W. B. Caldwell, Monticello, Ill., through Benton & Bowles-Chicago.

12:15—Tournament of Roses.

12:45—Pittsburgh's Salute, Mayor Scully.

1—Gov. Harold Stassen, Minnesota, and Minneapolis Symphony.

1:30—Elliott Roosevelt, from Fort Worth.

1:45—Gov. Leo Daniel, Texas.

2—Texas State Network variety show.

2:45—Cotton Bowl football game.

5—Rose Bowl football game.

8—General Batista and Ambassador Joseph Kennedy, name bands, and guest stars from Miami.

9—West Coast review from KFWB, Hollywood, including James Gagney, Mae West, Patsy Kelly.

10 to 1 a.m.—Name bands from all over the country.

One definite fact stands out on the positive side of the picture. Queries at AT&T on Dec. 28 produced definite information that lines were ready for the network's use as of the morning of Jan. 1. Again, on the negative side, however, was the equally definite fact that TBS had not signed the standard network contract of the American Federation of Radio Actors, and without that contract it will find no union actor willing to work in its studios or over its wires. Elliott Roosevelt, in New York Dec. 29, was in conferences.

Changes in Station List

No complete list of TBS stations is available, although it is known that several changes have been made in the preliminary list of 92 outlets announced in mid-December [BROADCASTING, Dec. 15] and although the network has been offered to agencies as consisting of 102 affiliates. The only official word concerning stations has been a report of the formation of a new West Coast regional group of 11 stations which will individually and collectively serve as TBS outlets. It was formed by Roy H. Holmes, TBS traffic manager, with the cooperation of Howard Lane, business manager of the McClatchy network, and Humboldt Greig, national representative for the McClatchy stations.

In addition to three McClatchy outlets—KFBK, Sacramento, KWG, Stockton, and KERN, Bakersfield—this group includes KMED, Medford, Ore.; KFOX, Long Beach; KFWB, Los Angeles; KXL, Portland; KELA, Centralia, Wash.; KSLM, Salem, Ore.; KYA, San Francisco; KRSC, Seattle. Key station for this group and for TBS programs from the Coast will be KFWB, whose manager, Harry Maizlish, has played an active part in the new network's formation.

William W. Joyce, midwestern sales manager for Texas State Network, has been named head of TBS offices in Chicago. He was previously with NBC in Chicago in programming and sales and was also connected with Transamerican Broadcasting & Television Corp. in that city. Stephen Wilhelm, one of the organizers of TSN, for which he was vice-president in charge of sales, is now eastern program director of TBS.

Local Promotion

Meanwhile, affiliates of the new network have heralded its inauguration with extensive promotion in many cities. KCMO, Kansas City, collaborated with the *Kansas City Journal* on a 12-page New Year radio supplement to that paper's anniversary edition, which devoted major space to TBS. WJBK, Detroit, used teaser ads in Detroit papers Dec. 27, 28 and 29, followed by display space on Sunday, Dec. 31, and also used car cards, bus cards and posters to tell Detroit that TBS programs could be heard on WJBK. KFWB, Hollywood, informed Los Angeles with billboards of its TBS affiliation.

One of the earliest announcement ads was that of KWBG, Hutchinson, Kan., a full-page in the *Hutchinson Record's* Christmas Shopping section Dec. 15. WGTM, Wilson, N. C., WJMS, Ironwood, Mich., and WSAU, Wausau, Wis., also bought newspaper space to promote TBS, while all of the network's stations having newspaper affiliations secured extensive publicity for its advent on Jan. 1.

Coincidental with the broadcasting of the first TBS program, WTMC, Ocala, Fla., was to release 1,000 balloons into the air, each carrying a trade certificate good for $1 at an Ocala store. WSLI, Jackson, Miss., used its holiday greeting cards to announce its "New Year's gift to Jackson and vicinity—the fulltime program service of the nation's newest coast-to-coast network."

TBS Books Carter

BOAKE CARTER, commentator now heard on discs airmailed to 25 stations, is slated to resume network broadcasting in January on Transcontinental. Sterling Products, New York (Dr. Lyons toothpowder), is understood to be planning sponsorship of Carter's broadcasts, which are slated for the 7:45 p. m. period five times a week. Blackett-Sample-Hummert is the agency. Former sponsors of Carter newscasts on CBS were Philco and General Mills. He plans to drop the disc commentaries.

WELL-KNOWN to Washingtonians is this "shoe house", reminiscent of Mother Goose's woman who had so many children she didn't know what to do. Located beside the entrance to the Earle Bldg., headquarters of WJSV, it was kept open at all hours to receive donations in the WJSV-*Washington Daily News* "They Need Shoes" campaign. Effecting a special deal for quantity purchases from local merchants, a price of a dollar a pair for new shoes for needy kids was obtained. Through special WJSV broadcasts and feature stories in the *News*, donors were told every dollar they gave would buy a pair of shoes. With goal set at $5,000, the campaign wound up with a total of $7,690 in the till.

LOUIS HAUSMAN resigns Jan. 2 as advertising and sales promotion manager of the General Shaver Division of Remington Rand Inc., and will join the CBS sales promotion staff.

Charlie McCarthy Again Is Selected As Radio Leader

Heads Talent Popularity Poll Of 'Motion Picture Daily'

FOR the third consecutive year Charlie McCarthy was named "Champion of Champions" by 700 radio editors and columnists polled in the fourth annual popularity survey conducted by *Motion Picture Daily*. Results of the poll, announced in that publication Dec. 28, showed Jack Benny and Bing Crosby in second and third place, respectively with Alec Templeton, Kay Kyser and Orson Welles in a three-way tie for fourth place and Bob Hope fifth.

The survey indicated generally that established favorites held their top positions during the last year, although there were shifts in the runner-up positions. Participants in the survey listed as the most impressive contribution of radio during the year the wholesale cancellation or abbreviation of paid commercial programs to carry special announcements and bulletins on war developments in Europe.

Among the repeaters given top listings in various categories were, in addition to Charlie McCarthy as "Champion of Champions", *Lux Radio Theatre*, Benny Goodman, Guy Lombardo, Jack Benny, Fannie Brice, NBC Symphony Orchestra, Ford *Sunday Evening Hour*. Winners, with announced selections confined to the first five places, included:

OPEN CHAMPIONS — Edgar Bergen (Charlie McCarthy); Jack Benny; Bing Crosby; Alec Templeton, Kay Kyser, Orson Welles, tied; Bob Hope.

FILM PLAYERS ON THE AIR—Don Ameche; Edward G. Robinson; Bing Crosby; Walter Huston; Bob Hope.

FILM PROGRAMS—Lux Radio Theatre; Screen Guild Theatre; Good News of 1940; Gateway to Hollywood; Silver Theatre.

DRAMATIC SERIES — One Man's Family; Lux Radio Theatre; Campbell Playhouse; Big Town, First Nighter, Arch Oboler's Plays, tied.

COMEDIANS—Jack Benny; Bob Hope; Fred Allen; Edgar Bergen (Charlie McCarthy); Robert Benchley.

COMEDIENNES—Fannie Brice; Gracie Allen; Mary Livingstone; Barbara Jo Allen (Vera Vague); Marian Jordan (Molly McGee).

COMEDY TEAMS — Fibber McGee & Molly; Burns & Allen; Benny & Livingstone; Bergen & "McCarthy"; Howard & Shelton.

VOCALISTS: MALE (Popular)—Bing Crosby; Kenny Baker; Lanny Ross; Buddy Clark; Frank Parker.

VOCALISTS: MALE (Classical)—Nelson Eddy; Lawrence Tibbett; Richard Crooks; John Charles Thomas; Donald Dickson.

VOCALISTS: FEMALE (Popular) — Kate Smith; Connie Boswell; Frances Langford; Virginia Simms; Bea Wain.

VOCALISTS: FEMALE (Classical) — Margaret Speaks; Lucille Manners; Lily Pons; Jessica Dragonette; Gladys Swarthout.

DANCE ORCHESTRAS (Popular) — Guy Lombardo; Kay Kyser; Wayne King, Glenn Miller, tie; Andre Kostalanetz; Horace Heidt.

DANCE ORCHESTRAS (Swing)—Benny Goodman; Glenn Miller; Artie Shaw; Tommy Dorsey; Bob Crosby, Larry Clinton, Kay Kyser, tied.

ORCHESTRAS (Classical)—NBC Symphony; New York Philharmonic; Ford Symphony, Andre Kostalanetz, tied; Philadelphia Symphony; Frank Black's NBC.

MUSICAL PROGRAMS (Popular)—Kay Kyser's College of Musical Knowledge; Your Hit Parade; Paul Whiteman; Tune Up Time; Fred Waring.

MUSICAL PROGRAMS (Classical) — Ford Sunday Evening Hour; NBC Symphony; New York Philharmonic; Firestone; Cities Service.

COMEDY SERIES—Jack Benny Show; Aldrich Family; Bob Hope Show; Fibber McGee and Molly; Amos 'n' Andy, Easy Aces, tied.

CHILDREN'S SERIES — Let's Pretend (Nila Mack); Lone Ranger; Coast to Coast on a Bus (Milton Cross); Ireene Wicker; Malcolm Claire, Jack Armstrong, tied.

ANNOUNCERS — Don Wilson; Milton Cross; Ken Carpenter; Harry Von Zell; Bob Trout, Ben Grauer, Andre Baruch, tied.

COMMENTATORS—H. V. Kaltenborn; Lowell Thomas; Elmer Davis; Raymond Gram Swing; Paul Sullivan.

SPECIAL EVENTS OR NEWS—CBS—War News; NBC—War News; Mutual—War News; CBC—Visit of Royalty; CBS—News Roundup.

COMMERCIAL TALKS—Jello Program (Benny); Ford Sunday Evening Hour; Johnson's Wax (Fibber McGee); Kraft Music Hall (Crosby); Canada Dry Information Please.

Craney Criticizes NAB Music Project And Denounces Miller's Administration

BY PROPOSING Broadcast Music Inc. as an independent source of music for radio, NAB is "selling the broadcasters short", Ed Craney, owner of KGIR, Butte, Mont., charged in a letter Dec. 22 to Neville Miller, NAB president, which also embraced a scathing denunciation of Mr. Miller's administration.

Describing the plan as "another ASCAP", because it is based upon ASCAP 1937 payments, Craney said it cannot relieve broadcasters of the injustices of present ASCAP methods.

In his 20-page letter he recounted how he felt the plan was inadequate, and advanced his own proposition.

Opposes Fee Setup

He said he would never support a plan based on ASCAP payments and the ASCAP formula of payment inequalities on the one hand "and then go to the Department of Justice and talk against such injustices." Stating he was "not that inconsistent", Craney said that if the theory is wrong for ASCAP, it is likewise wrong for Broadcast Music—"no matter who the owners may be".

In analyzing Broadcast Music, Craney said stations paying ASCAP 5% today will pay half that to the NAB corporation or 2½% of 1937 gross income plus half their sustaining fee. Stations with newspaper contracts will pay half what they paid ASCAP in 1937, "which has no relation to their gross income at all because they pay 3% on programs using ASCAP music only".

The networks, he contended, pay only on their 1937 M. & O. stations' payments to ASCAP. This means, he said, that while independent stations pay into Broadcast Music 2½% of their gross, others pay 1½% and the networks about 1%.

Reiterating that broadcasters do not object to paying for the use of music, Craney said they ask only for the right to "pay for the music we use when we use it". He added: "We want to pay in such a way that the creator of music actually gets paid for the use of his music."

The Third Project

As far back as the 1939 NAB convention, Craney said, broadcasters had resolved that ASCAP permit purchase of music on some method of payment involving the use of such music. "You come around to the regional NAB meetings and sell the broadcasters on the idea of signing up for Broadcast Music based on payments to ASCAP—the very injustice we are trying to get away from."

Broadcast Music was described by Craney as the third step in the chain of creations to confuse broadcasters. The first were in the 1932 Radio Program Foundation and the 1935 NAB Bureau of Copyrights. He charged the new project was the "brainchild of Sidney Kaye, Columbia's lawyer, and some way had to be found to see that the network situation was not upset." He said the new plan is not as definite as either of its predecessors and that no definite promises had been made.

"Kaye says you may spend the money in Broadcast Music recklessly to scare ASCAP. Klauber, CBS executive vice-president, says you may never spend it but instead gather it to scare ASCAP. Scaring ASCAP, scaring you, or scaring me won't settle this problem. ASCAP has something to sell that we want to buy, but we want the right to pay only when we use their product."

Favors Tax-Free Music

He suggested that available tax-free music be used in lieu of the Broadcast Music venture. He estimated that such firms as Lang-Worth, NAB Bureau of Copyrights under Lang-Worth control, Davis & Schewegler and MacGregor now have a total of 4,364 tax-free numbers, with monthly production estimated at 204, so that the total numbers available when ASCAP contracts expire Jan. 1, 1941, would be a minimum of 8,012. He insisted the music is good, and that some of the best programs today are built from tax-free music.

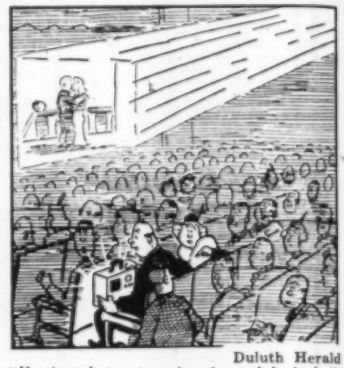
"I do not believe our broadcasters can, during 1940, while they are paying ASCAP, also pay $1,500,000 to Radio Music, then pay another $1,500,000 to get the music in some usable form; and then pay to use that music on exactly the same basis as ASCAP is now charging them. Besides this, I can see no point in setting up a Frankenstein such as Radio Music. You say, to preserve our rights, but I say you have been listening too long to the networks. You have had too many copyright meetings in Columbia's board room. I say, set up a plan that no section of the industry can sabotage. Set up a plan that will work no matter what section of the industry wants to try and make a "deal" with ASCAP.

"We hired you", Craney wrote Miller, "to head the NAB, not to foster the ideas of the networks, but to act for the broadcasters of America. It is your duty to help point the way to freedom and not to servitude. You have been receiving and spending far more money from the NAB than it ever had in the past, and to date the only thing I can see is that you are able to keep a printing press busier and my wastebasket filled. Stop being impressed by the large units of the industry with their myriads of studios and flashy offices. Pause to learn something about the great mass of independent broadcasters who, after all, are the backbone of American broadcasting, the strength of the NAB."

Craney revealed he had met with Lang-Worth and Davis & Schwegler and a "large finance firm in New York" recently and it was concluded that with enough orders it is possible to produce all the music the industry can possibly consume. The firms, he said, have the funds available for the production. He said the plan evolved is one whereby over 6,000 numbers will be available by Jan. 1, 1941, and 9,700 numbers two years later, both in printed and transcribed form, with files, card indexes, program ideas and promotion material. He said the cost would be from $150 to $200 per station per month on a three-year contract basis, for the complete service, based on a total of 200 subscribing stations. He said it was a plan that could not be "sabotaged", and one which gives stations something for their money.

The trouble with it is that no arrangement has been made with the networks "guaranteeing that they will play the music produced by this plan until such time, at least, as ASCAP agrees they will sell the stations the radio performing rights on their numbers under a system whereby the charges they make for those performing rights are based on the use made of them," he asserted.

Urging President Miller to adopt his plan, or some variation of it, Craney said that in so doing the NAB would be functioning for the broadcasters "and not against the broadcasters".



Duluth Herald

"He just hates to miss Amos 'n' Andy!"

Westinghouse on Blue

WESTINGHOUSE ELECTRIC Co., New York, on Jan. 25 will start a program titled *Musical Americana* in the Thursday evening 8-8:30 p.m. period on NBC-Blue, to be vacated Jan. 7 by Standard Brands' *One Man's Family*, which moves to the Sunday night half-hour following the *Chase & Sanborn* program. The new program will originate in the Carnegie Music Hall in Pittsburgh, and will feature the Westinghouse Orchestra, composed of 95 musicians chosen from the Pittsburgh Symphony and the KDKA Orchestra, under the direction of Raymond Paige. Deems Taylor will be master of ceremonies and Milton Cross announcer. Also featured will be a mixed choir of 24 voices and guest instrumentalists, selected from the best known music conservatories in the United States. Broadcasts will be produced and directed by Kenneth L. Watt, radio director of Fuller & Smith & Ross, New York, agency in charge.

FCC to Investigate Progress of F-M

All Phases of New Art Will Be Probed at Hearing

ADOPTING recommendations of its Engineering Department, the FCC Dec. 19 ordered an informal engineering hearing in Washington to begin Feb. 28 on use of ultra-high frequencies for regular broadcast service, with the primary issue that of frequency modulation versus the conventional amplitude modulation method.

Temporarily parrying the rush of applications for frequency modulation, embodying the system largely developed by Prof. Edwin H. Armstrong, of Columbia U, the FCC simultaneously announced that pending the outcome of the general hearing it will grant such applications for frequency modulation as it feels will contribute to advancement of the art. However, it does not propose to authorize new stations which would simply duplicate existing experimentation.

Progress of F-M

The FCC, based on recommendations of its chief engineer, E. K. Jett, proposes to analyze the subject in all its ramifications. Long looked upon as the future haven for broadcasting, the ultra-high frequencies have been used experimentally for several years for broadcast purposes. Amplitude modulation in the ultra-highs, using conventional technique, has been employed for several years by 34 separate transmitters. During the last three years, however, the shift has been toward frequency modulation and a score of such stations have been authorized, several of them operating successfully.

Recently, two separate applications were filed for regular commercial broadcast service in the ultra-highs, using frequency modulation—one for Alpine, N. J., to serve the New York area, and the second for Mt. Asnebumskit for the New England area, each with 40,000 watts. John Shepard 3d, president of Yankee Network and a leading experimenter with the Armstrong system, filed the applications.

In addition to possible use of F-M for aural broadcasting, Dr. Armstrong and other proponents of the system have predicted its eventual use for television. Because of its claimed interference-free factors, it has been contended that F-M would tend to overcome many of the obstacles confronting visual radio employing amplitude modulation. On the other hand, the wide band requirements of both television and frequency modulation are viewed as deterrents in that direction by some engineering observers.

As set out in the agenda, the FCC will seek to determine whether regular broadcasting in the ultra-high frequencies should be permitted at all, and whether the need exists for such additional service, supplementing that in the conventional broadcast band. It will take into account the needs which may exist in the frequencies above 25,000 kc. for other services, such as aviation, ship, police, forestry, and related communications pursuits which fall in the safety of life category. It will seek to ascertain whether the ultra-high frequencies are best suited for frequency modulation as opposed to amplitude modulation, or both, should it finally determine that broadcast operations should be permitted in the ultra-highs. It is felt, however, that the methods are mutually exclusive and that it is a case of selecting one or the other.

Economic Aspects

Even after the Commission gathers the fundamental technical information, it will be confronted with other considerations, primarily economic. Because of the heavy investment of the public in receivers designed only for amplitude modulation, estimated roughly at about $3,000,000,000, the Commission is confronted with the necessity of weighing the public interest factor. If frequency modulation on a regular basis were to be permitted, it would mean at this stage of development that listeners would be required to have two separate sets, or at least a single set containing two complete units capable of receiving each method of transmission.

Particular interest has been evidenced within the FCC regarding new claims in connection with narrow band F-M, as opposed to wide band operation. The Armstrong System requires a 200 kc. band, as against 40 kc., assigned for A-M and a possible similar channel width for narrow band F-M. The FCC is expected to encourage use of narrow-band experimentation so that testimony regarding it can be presented at the forthcoming hearing.

RCA is understood to be particularly active in narrow band development. Engineers say no change is required in transmitter design and that only a changed type of receiver is necessary. The claim made for narrow band is that it is more economical in channel width but still has the virtue of comparative interference-free service and an equally wide, if not wider, service area.

In addition to the effect upon the public, the FCC must determine

(*Continued on page 54*)

WOR-MUTUAL's latest aid to the wandering broadcaster, the "candid mike-mitter," is demonstrated here by Dave Driscoll of WOR's special features division as he interviews the young lady. Weighing but eight pounds, the baby transmitter contains a built-in mike. It uses the latest type of tubes, the new small batteries developed for the new portable receivers and is crystal-controlled throughout. With 2/10th of a watt power, its range is five miles in the clear, and about 300 yards inside.

Hearing Ordered On Proposed New Television Rules

Part II of Committee Report Adopted; Revised Slightly

ADOPTING with minor modifications Part II of its Television Committee's report of last November [BROADCASTING, Nov. 15, Dec. 1], the FCC on Dec. 22 ordered a public hearing in Washington Jan. 15 on proposed new rules to govern the regulation of the visual broadcasting and related arts. All interested parties are instructed to give notice of appearance not later than Jan. 10, citing the specific rules or specific recommendations of the committee to which they take exception and listing the witnesses to be presented.

As modified, the proposed new rules still set up two classes of television stations and prohibit commercialization of television, except that Class II stations "may make charges to cover cost of program production, including advertising material, which programs may be transmitted as an experimental program service but without charge for such transmission." No charges "either direct or indirect" may be made for transmissions of either aural or visual programs by either Class I or Class II stations.

Service Standards

Class I stations are defined as those that "operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate regularly scheduled broadcast service to the public." Class II stations shall "operate to render scheduled television broadcast service for public consumption, and in connection therewith may

(*Continued on page 58*)

Agenda of Feb. 28 Hearing on Frequency Modulation . . .

NOTICE is hereby given of the informal hearing before the Commission en banc to be held at the office of the Commission, Washington, D. C., beginning at 10 a.m., Feb. 28, 1940, for the purpose of determining:

1. Whether aural broadcasting on the frequencies above 25,000 kc. has reached such a stage of development that it is acceptable for rendering regular as distinguished from experimental broadcast service to the public;

2. The relative merits of frequency modulation and amplitude modulation when employed for aural broadcasting on frequencies above 25,000 kc;

3. The relative merits of wide band and narrow band frequency modulation when employed for aural broadcasting on frequencies above 25,000 kc;

4. Whether it is possible to allocate sufficient frequencies to accommodate stations employing frequency modulation (narrow or wide band) to provide a satisfactory program service in the United States when considered in the light of the frequency needs of other services, including television, Government, aviation, police, common carrier, amateur, etc.;

5. Whether it is possible to allocate sufficient frequencies to accommodate stations employing amplitude modulation to provide a satisfactory program service in the United States when considered in the light of the frequency needs of other services, including television, Government, aviation, police, common carrier, amateur, etc.;

6. Whether it would be practicable for the Commission to authorize both amplitude and frequency modulation for aural broadcasting stations operating on frequencies above 25,000 kc, or whether the Commission should recognize but one of these forms of modulation for such stations;

7. The possible future effects of ultra high frequency broadcasting upon standard broadcasting on the band 550-1600 kc.;

8. Whether existing allocations of frequencies above 25,000 kc. to particular services shall be modified to provide frequencies for aural broadcasting;

9. The existing patent situation respecting frequency modulation and amplitude modulation for aural broadcasting stations operating on frequencies above 25,000 kc.

No Individual Applications

The Commission desires to expedite consideration of the foregoing matters as much as possible so that policies may be formulated for the future licensing of applicants in the aural broadcast field utilizing frequencies above 25,000 kc. However, it is to be noted that no individual applications will be considered at the hearing.

The Commission considers that technical developments in the use of ultra-high frequencies for aural broadcasting are sufficient to require consideration of the numerous questions involved, and persons appearing at the hearing should submit data obtained from actual tests and operations and thereby avoid speculative testimony as much as possible. If for the purpose of obtaining additional data for presentation at the hearing, operation not permissible under the outstanding authorization is necessary, then requests for special authorization to carry out such tests will receive the Commission's prompt attention.

Appearances by Feb. 1

Should any party desire to expand the matters herein listed for consideration, application should be made to the Commission for such purpose as soon as possible and not later than Feb. 1, 1940.

Except with the permission of the Chairman, cross examination of each witness will be limited to questions by Commissioners or members of the Commission's technical and legal staffs.

Persons or organizations desiring to appear and testify will notify the Commission of such intention on or before Feb. 1, 1940. In such a notification the number of witnesses that will appear, the topic each will discuss and the time expected to be occupied by each witness should be stated. This information is necessary in order to more effectively organize the hearing.

If it is intended to submit written statements, drawings, etc., in connection with the testimony to be given, it is required that ten copies of the same be submitted to the Commission on or before Feb. 23, 1940.

XUM

XUM

Campana's Ten Successful Radio Years

Nationwide Distribution Is Obtained Quickly Through Air Series

By PAUL BRINES

THE lotion industry struggled along in a small way for many years, using conservative sales methods. As late as 1920 the whole industry spent only $100,000 for advertising in magazines. And along came radio. First to take the new medium seriously was Campana Sales Co., Illinois firm with distribution in 22 States. Using mainly a half-hour dramatic program, Campana has stayed reasonably near the top in listener ratings, without indulging in gaudy budgeting or garish programming. Best of all, Campana has enjoyed a steady boom in sales, and its present new glass palace, built mainly by radio, will soon be joined by a neighboring edifice as impressive as the former.

RADIO advertising has played a dominant role in the success of Campana Sales Co., Batavia, Ill., which recently started its 10th successive year of the half-hour Friday night dramatic production *First Nighter*. Snapped at a recent play-conference were (l to r) I. W. Crull, vice-president of Campana Sales; Joe Ainley, head of radio production of Aubrey, Moore & Wallace, Chicago agency handling the account; Tom Wallace, vice-president of the agency and Campana account executive.

FEW are the accounts that can show 10 successive years of radio advertising and the creation of an industry which, in a large part, can be attributed to its radio programs. This, in brief, is the story of Campana Sales Co., Batavia, Ill., manufacturers of Italian Balm, Dreskin, Coolies, D.D.D. and Campana Hand Cream. The firm recently began the 10th consecutive year of its half-hour Friday evening dramatic show called *Campana First Nighter* on 53 CBS stations, and on Jan. 7 will start a half-hour Sunday afternoon dramatic production titled *Grand Hotel* on 30 CBS stations for its new hand cream and Italian Balm.

The story of Campana success is the story of the radio industry itself, for the *First Nighter* took the air Thanksgiving night, 1930, on 12 NBC-Blue stations. That is, there were supposed to be 12 stations of the network used, according to L. T. Wallace of Aubrey, Moore & Wallace, the agency. The sponsor had sent announcements of the new network show far and wide. But a few days after the first program had been broadcast, the agency and NBC officials of Chicago learned that several of the stations hadn't cleared time. Apologies went the rounds, issued by the network, and the next week found time cleared on the 12 stations.

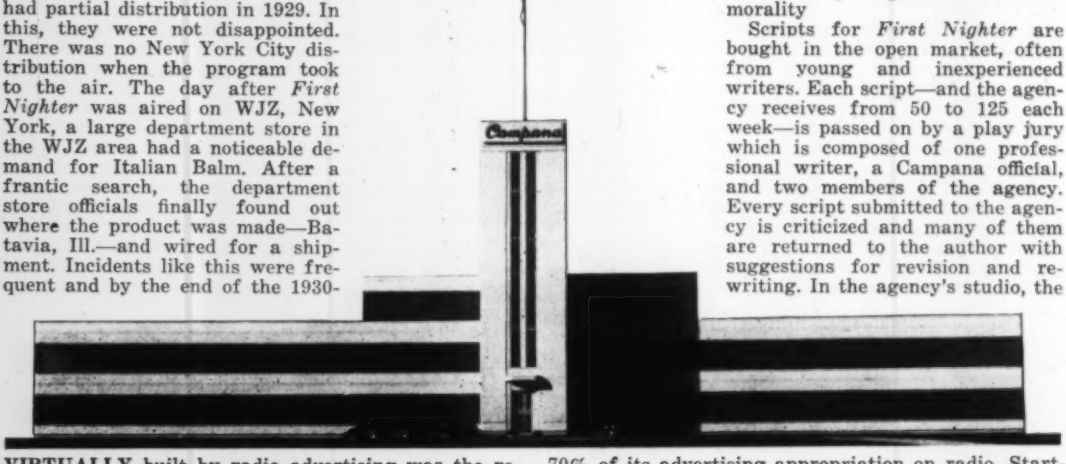
Entree to New Markets

Starting from scratch in 1926, Campana had opened distribution in about 22 States by 1929. At that time, it was decided to investigate the possibilities of radio. The formula of *First Nighter* struck Campana and agency officials as being exactly what they wanted, for this style dramatic show had a wide appeal to both young people and adults; was in very high taste and its plots were wholesome and provided unusual variety. In 1929, the show was running on the old WIBO, Chicago.

With a 12-station NBC network, the sponsor saw radio advertising as a means of opening distribution in States other than the 22 which had partial distribution in 1929. In this, they were not disappointed. There was no New York City distribution when the program took to the air. The day after *First Nighter* was aired on WJZ, New York, a large department store in the WJZ area had a noticeable demand for Italian Balm. After a frantic search, the department store officials finally found out where the product was made—Batavia, Ill.—and wired for a shipment. Incidents like this were frequent and by the end of the 1930-31 season Campana had national distribution.

And behind the modest beginning of Campana radio advertising is not only the story of Campana success, but the story of the rise of the hand lotion industry itself. In a few brief years after 1900, manufacturers of hand lotion had turned many store-made and hand-made, unbranded lotions into the beginnings of a national industry. In 1920 for example, the entire industry spent only about $100,000 on advertising in magazines. Contrast this, if you please, with 1939 when the hand lotion industry spent several million dollars in magazines and radio, of which more than 50% was expended for radio advertising. As for Campana's growth, the firm's factory in 1926 was a modest two-story building and there were about 50 employes.

Near Batavia, 35 miles west of Chicago, Campana recently dedicated a modern three-story "all glass" factory of 85,000 square feet, and a second unit of glass brick and terra cotta will be completed early in 1940. Today Campana has several hundred employes.



VIRTUALLY built by radio advertising was the recently dedicated home of Campana Sales Co., near Batavia, Ill. For the last nine years, the firm has spent 70% of its advertising appropriation on radio. Starting almost from scratch in a small frame building in 1926, the modern plant covers 85,000 square feet.

"I consider this new building and its modern equipment a symbol of Campana's success," says Mr. Wallace, "and no small part of it can be traced to the effectiveness of radio advertising. The pioneering Campana did in starting *First Nighter* nearly 10 years ago has benefited the whole hand lotion industry. It lighted the fuse which blew the top off a modest industry and resulted in a phenomenal increase in the sales volume of all advertised brands, at the expense of old-fashioned, unbranded preparations."

Strictly Clean

Before the offers and merchandising tie-ins used by Campana on its radio programs are discussed, the formula of the sponsor's programs should be analyzed. The conservative good taste of the half-hour dramatic *First Nighter* can be found in the rules issued by the agency to aspiring writers. No problem plays of the divorce type will be used on the *First Nighter*. No mention of beer or liquors is made on the show. Slanted for high middle-class morality, *First Nighter* scripts never permit profanity; never carry implications of immorality

Scripts for *First Nighter* are bought in the open market, often from young and inexperienced writers. Each script—and the agency receives from 50 to 125 each week—is passed on by a play jury which is composed of one professional writer, a Campana official, and two members of the agency. Every script submitted to the agency is criticized and many of them are returned to the author with suggestions for revision and rewriting. In the agency's studio, the reading impression of the plays is checked against their listening impression. The three-act episodes of *First Nighter* net writers $100 per play, and many an established radio writer owes his acclaim to scripts used on the program. Historical plays in modern idiom are broadcast on *First Nighter* about twice a year, and comedies are used in a series about every third week. In general, *First Nighter* alternates a light with a serious play.

According to Joseph T. Ainley head of radio production of Aubrey, Moore & Wallace, the emphasis of *First Nighter* is on the dramatic production and not on the "name stars". For example, from 1930 through 1936, Don Ameche was starred on the show with June Meredith and Betty Lou Gerson. When Les Tremayne and Barbara Luddy took the leads in 1937, the show's high national rating continued to increase. Without a single change in the format of the show during its nine years on the air, *First Nighter* has maintained national ratings that have kept it constantly among the first five or six half-hours on the network.

A Test of Summer

In the summer of 1936, after being on the air 52 weeks each year since 1930, *First Nighter* was discontinued on its NBC-Red network to test the show's actual summer-time sales power. The actual sales effect (as opposed to audience rating) was found to be so effective that *First Nighter* returned to the air in September, 1936, and has remained 52 weeks per year ever since.

The sponsor's second radio show, *Grand Hotel*, is a two-act drama which went on the air in 1933 and

(*Continued on page 51*)

XUM

"Could I have said 'dollar bill' instead of 'photograph'?"

● Jerry Smith, WHO's Yodeling Cowboy, puts the station on the air each weekday morning at 6 o'clock. Jerry's a right popular lad with ladies and gents alike, and he had a hunch that he had a pretty good audience even when he opened cold before the crack o' dawn.

T'other morning he casually announced that he had 1,000 photographs of himself that he would send to the first 1,000 listeners who asked for them.

The first mail brought more than 1,500 requests. That made WHO's commercial department perk up its ears, so two more announcements were authorized. *Mind you, now—only three announcements were made*—one each morning for three successive days.

The result? WHO mailed 6,491 pictures to 6,491 listeners—in thirty-eight states and Canada!

Just how many listeners to WHO's first program of the morning did *not* write, we don't know. But we do know that 6,491 of them attested to the "plus" value of WHO's *"Iowa Plus"* market.

Remember, this offer was made between 6 and 6:15 a.m., the opening broadcast on WHO—and that these 6,491 requests came from only three announcements, without previous buildup. . . . How'd you like for us to do something like that for *you?*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Gen. Mills Again To Use Baseball

Nine Major League Cities on List; New York Uncertain

BASEBALL broadcasts again will form a major part of General Mills' summer advertising activities, although plans are still in the formative stage. Cleveland, Cincinnati, Chicago, Detroit, Baltimore, Washington, Philadelphia, Pittsburgh and St. Louis have been listed as cities in which this company will probably broadcast baseball during the 1940 season, but this list is tentative and only a few contracts have been signed.

Regarding New York, where executives of the three major league clubs held a conference recently to discuss the question of whether or not they will allow their games to be broadcast next summer, General Mills spokesmen said the company is not definitely in or out, but is awaiting a resolution of the attitude of the ball teams before making its own decision.

Socony Continues

Socony Vacuum Oil Co., co-sponsor of a number of baseball broadcasts during the past several years, will sponsor some baseball broadcasts this coming summer, chiefly in the Midwest, but is definitely out of the New York picture this year at least.

Procter & Gamble, which last year joined General Mills and Socony Vacuum in a three-way sponsorship of the Giants, Yankees and Dodgers games in New York, has made no statement regarding plans for 1940, and the agency, Compton Adv., refuses to discuss the subject.

In Washington, it was announced by WJSV that Arch McDonald, veteran baseball announcer of that station who last summer covered the Giants and Dodgers for WABC, New York, will return to WJSV to broadcast all games of the Washington Senators, except home games which fall on Sundays and holidays. Sponsor is presumably General Mills.

Plans for New WTRY

CONTRACTS for equipment for the new WTRY, Troy, N. Y., have been let, and the station will begin operating in the spring with 1,000 watts on 950 kc., according to Harry C. Wilder, operator of WSYR, Syracuse, who heads and controls the company which secured a construction permit for the new station in September, 1938. Fred R. Ripley will be assigned as manager, Ed Robinson as assistant manager and W. F. Moore as chief engineer. All are connected either with WSYR or WNBX, Wilder-owned stations at Springfield, Vt. Mr. Wilder also announced that WNBX, for which he holds a CP to move to Keene, N. H., will be ready for equipment in the latter community in January. Its call letters will be changed to WKNE.

NEGOTIATIONS are reported in progress for the purchase of WTMC, Ocala, Fla., by the John H. Perry newspaper interests, which own WCOA, Pensacola, and hold a construction permit for the new WJHP, Jacksonville local.

CUPID had a field day at WHK-WCLE, Cleveland, just before Christmas as these four fair damsels plighted their troth. All of them secretaries to WHK-WCLE executives, the group includes (l to r) Alice Berg, secretary to Continuity Director Les Biebl; Virginia Leininger, to Program Director R. W. Richmond; Lucille Sidlo, to General Manager H. K. Carpenter, and Jane Summers, to Studio Manager L. W. Zimmerman. Since Nov. 1 a total of 12 WHK-WCLE employes have committed themselves matrimonially—Richard Dudek, Francis Pettay, Warren Miller, Walt Davis, Robert Elliott, Wayne West, Helen Stoker, and one other staff member whose engagement has not yet been announced.

Booth Controls WMBC

JOHN LORD BOOTH, son of the late president of the Booth Newspapers of Michigan, on Dec. 19 was authorized by the FCC to acquire control of WMBC, Detroit local, paying E. J. Hunt $125,000 for 1,643 shares or 62% of the stock of Michigan Broadcasting Co., licensee. Mr. Hunt is retiring from radio due to illness. The remaining stock is owned by E. A. Wooten, of Detroit. Mr. Booth is planning to undertake active supervision of the station, with Hy Steed remaining as manager. Mr. Booth also is one-sixth owner of WJBK, Detroit, buying this interest last year from George B. Storer for $16,500.

Col. Wilder to Dispose Of His WJTN Holdings

WJTN, Jamestown, N. Y., will shortly be sold by its chief owner, Col. Harry C. Wilder, operator of WSYR, Syracuse, in a deal for which an approval application has been made to the FCC. Col. Wilder proposes to sell his 80% controlling interest in the local station, which operates on 1210 kc., to Jay E. Mason, formerly with the McGraw-Hill Publishing Co., who for the last six years has been assistant to the vice-president of the Provident Loan Society of New York. The purchase price is approximately $30,000. Charles Denny, manager of the station, owns the other 20%. He will remain in that capacity and no staff changes are contemplated.

Lady Esther Drops

LADY ESTHER Co., Chicago (cosmetics), will drop its Friday evening NBC-Red broadcasts of Guy Lombardo's orchestra on Jan. 26, marking the first time since September 1931 the sponsor has not had at least one program a week on NBC. Series of Monday evening Lombardo broadcasts on CBS will continue. Agency is Pedlar & Ryan, New York.

New Station Is Granted To Watertown, S. D., on Former KWTN Facility

WATERTOWN, S. D., without a radio station since last October, when the U. S. Court of Appeals for the District of Columbia upheld the FCC's decision deleting KWTN for alleged violation of technical regulations [BROADCASTING, Nov. 1], will have a new station with the same facilities as a result of an FCC decision Dec. 22.

In one of its last acts before adjournment for the year-end holiday, the Commission granted the application of Midland National Life Insurance Co. for a 250-watt outlet on 1210 kc. Officers of the company are J. J. Bell, president; D. F. Jones, vice-president; F. L. Bramble, secretary-treasurer. Although the stockholders in the station were not named, it was stated that none would hold more than 10%. Call letters will be KWAT.

The old KWTN operated with 100 watts on 1210 kc. In May, 1938, it was ordered off the air, and its owners appealed. Meanwhile, F. Koren, owner of two-thirds interest, and M. W. Plowman, station manager, also applied for a new station with the same facilities. They will not be identified with the newly-granted station.

Analysis of CBS Accounts

FORTY-seven advertisers are sponsoring 81 different programs on CBS this winter, the heaviest schedule in CBS history, according to a booklet distributed to the network's stockholders last month. Of these, 45 are reported as renewed contracts; 11 in their sixth solid year on CBS; 25 in their fifth year or more; 25 in their fourth year or more; 31 in their third year or more; 37 in their second year or more; 10 are major new advertisers of the last 12 months. The booklet lists all the accounts, their time schedules, number of stations and number of weeks on CBS.

CBS West Coast Billings Well Above 1939 Level As Four Sponsors Sign

CBS Pacific network billings for the first quarter of 1940 "will be substantially in advance of 1939", Arthur J. Kemp, West Coast sales manager announced in Hollywood Dec. 18 when he reported that four more advertisers have contracted for time on the regional chain within two weeks, and others are expected to be signed shortly.

Los Angeles Soap Co., Los Angeles, on Jan. 1 extends its *Dealer in Dreams* (White King Soap), to 9 CBS Pacific Coast stations, Monday through Friday, 5:15-5:30 p.m. (PST), and on Jan. 7 expands the *Spelling Bee-Liner* (Sierra Pine Toilet Soap), to the same group of stations, Sunday, 2-2:30 p.m. (PST). Contracts, placed through Raymond R. Morgan Co., Hollywood, are for 52 weeks each. Both have been tested on KNX, Hollywood.

Alber Bros. Milling Co., Seattle (Friskies Dog Food), on Jan. 14 starts for 26 weeks, a dramatic serial, *Adventures of Dr. Dare*, on 9 CBS Pacific Coast stations, Sunday, 2:30-2.45 p.m., placing through Erwin, Wasey & Co., Los Angeles. On Feb. 10 National Lead Co., San Francisco (Dutch Boy paints), starts the *Answer Auction* on 12 CBS West Coast stations, Saturday, 8-8:30 p.m., placing through Erwin, Wasey & Co., San Francisco. Contract is for 35 weeks.

Colonial Dames Inc., Los Angeles (cosmetics), through Glasser Adv. Agency, that city, on Dec. 17 started for 52 weeks, *Return to Romance*, on 9 CBS Pacific Coast stations, Sunday, 10:45-11 a.m. With exception of Alber Bros. Milling Co., all are new to network radio, according to Kemp. He pointed out that in the past their efforts were confined to spot radio.

WCAR, Pontiac, Mich. Takes Air on 1100 kc.

BEARING call letters indicative of the industrial character of the community, the new WCAR, Pontiac, Mich., went on the air last month with 1,000 watts daytime on 1100 kc. Authorized for construction last July and RCA equipped throughout, the station is licensed to a group of Pontiac citizens headed by H. Y. Levinson, publisher of the weekly *Farmington* (Mich.) *Enterprise*, who owns 50% of the stock and who will actively supervise its operations.

W. K. (Bill) Bailey, former commercial manager of KFNF, Shenandoah, Ia., is manager. Stanley N. Schultz, formerly with WLAW, Lawrence, Mass., is program director. Wiley D. Wenger, also formerly with KFNF, is chief engineer. The staff includes Virginia Letts, program secretary and traffic director; Bill Gladden, Al Gordon, Hugh Dantzer and Jack Habel, announcers; Monte Taylor and E. F. Baughn, salesmen; Reuben Polen, continuity writer; George Stearns, Dave Stewart, Charles Kocher and Robert Ellerby, engineers; Cloman Pipe, administrative secretary.

WPAB are the call letters assigned by the FCC for the new 1,000 watt station on 1340 kc. authorized last month in Ponce, Puerto Rico [BROADCASTING, Dec. 15].

First On Your Memo Pad for 1940

KING-TRENDLE
BROADCASTING CORPORATION

XUM

Radio to Get Back Seat in Congress

Defense Bills Likely to Hold Legislative Spotlight

WITH THE world in a dither over war conditions, the new session of Congress convening Jan. 3 will not be disposed to consider new legislation affecting radio, unless some unforeseen emergency develops. Nevertheless, it is expected that members of both houses probably will indulge in plain and fancy discussion of broadcasting, mainly of the blowing-off-steam type.

Both Senator Wheeler (D-Mont.) and Rep. Lea (D-Cal.), respective chairmen of the Senate and House committees charged with radio legislation, disclaim any present intention of fostering legislation to reorganize the FCC. Aside from the war situation and emergency legislation relating to it, which is likely to consume most of the time of the national legislature, the fact that 1940 will be a campaign year will tend to slough off consideration of any legislation not in the "must" category. Members of both Houses will be anxious to get home to mend political fences, and early adjournment will be the objective—perhaps by mid-June.

Funds for FCC

The session is the second of the 76th Congress. Some 30 bills affecting broadcasting are still pending [BROADCASTING Aug. 15]. It is hardly expected that any of them will get out of Committee. New bills unquestionably will be introduced but only those having Administration endorsement are likely to get through.

The Independent Offices Appropriation Bill expected to carry at least $2,100,000 for the FCC, an increase of $300,000 over the current fiscal year, probably will pass early in the session. Emphasis has been placed upon economy in normal Government operations because of the widely expanded budgetary requirements for national defense. However, the FCC is not expected to experience great difficulty.

FCC will seek an extra appropriation for modernization of its field monitoring equipment and expansion of its operations, principally for national defense. It has no equipment capable of monitoring the ultra-highs in which espionage activities would most likely occur.

Senator Wheeler, as well as Rep. Lea, have more or less soured on the "ripper" bill to reorganize the FCC and reduce its membership from seven to three. The measure was sponsored by former Chairman Frank R. McNinch and received the support of President Roosevelt himself, who sent a letter to the committee chairman on it. It was premised largely on the disrepute of the FCC—a condition that apparently has changed considerably.

Rep. Lea declared that, as he sees it, Congress will not be disposed to give quantity attention to radio matters at the new session. He indicated that so far as his Committee was concerned, the measures shelved at the last session will continue in an inactive status.

Aside from the national defense items and the Western Union-Postal Telegraph merger proposition, the FCC has no present plans for recommendations to the new Congress. Eventually there will be a report, along with recommendations, on its long-drawn-out Network Monopoly Inquiry, which ran over a six-month period beginning in November, 1938. The Network Monopoly Committee, however, is still in the process of drafting its report, and full Commission action will be necessary before anything in the nature of recommendations can go to Congress.

Rep. Lea observed that if the FCC should require any clarification of the Communications Act for immediate removal of inequities, his committee would be disposed to take up such recommendations, although no general revision of any portion of the Communications statute would be placed on the Committee program at the coming session.

Notes Improvement

Chairman Lea said he felt the FCC had shown improvement in its activities and its harmony under Chairman Fly. With these changed conditions, he declared there would be no disposition to revive the proposal to reorganize the FCC from a seven-man to a three-man board. He reiterated previously expressed views that the FCC can improve its regulatory activities through administrative action and after it builds upon experience in regulation the Commission in the future might make legislative recommendations which would be safer and more substantial when enacted.

Verbal pyrotechnics, of course, are expected from customary quarters. The NAB Self-Regulation Code probably will draw the fire of free speech adherents. Moreover, the campaign of publisher Frank E. Gannett to amend Section 606 of the Communications Act, which authorizes the President in a national emergency to commandeer all radio and communications, is expected to hit the floor of each House. Whether there will be a concerted drive, however, to repeal or perhaps amend that section cannot yet be foretold.

Opposition to Clear Channels

While the Senate already has gone on record as opposed to power in excess of 50,000 watts, and while Senator Wheeler repeatedly has expressed his opposition to clear channels as bordering on monopoly, a crusade in favor of retention of clear channels and of power even beyond 500 kw. already has been started in the House. Rep. Sweeney (D-O.) launched the effort at the last session and since that time has completed his own rural survey, which he proposes to use as a springboard in fostering new legislation removing the present 50 kw. power limit imposed by rules of the FCC and by the Wheeler resolution.

Copyright remains on the Senate agenda. Action on the proposed international copyright treaty, providing for automatic world copyright, which was vigorously opposed by broadcasting and other interests, was abandoned at the last session with the definite understanding it would be considered at the new session, along with legislation revising domestic copyright laws. How vigorous the fight will be for revision of the antiquated copyright law, in the light of the changed world conditions, cannot be predicted. "Users" of copyrighted works, among them broadcasters, have repeatedly urged revision of the copyright statutes to remove or reduce the statute's minimum provision of $250 per innocent infringement. It is this provision, they have contended, which gives such combines as ASCAP a virtual life and death power over users.

42D & BROADWAY, Wichita, Kan., is the locale for this picture of the groundbreaking ceremonies for the new transmitting plant of KFBI, which is to move from Abilene to Wichita early in February, 1940. Smiling in the mud during the first rain in several weeks, H. K. Lindsley, president of Farmers & Bankers Life Insurance Co., Wichita, owners of the station, and Herb Hollister, recently named vice-president and general manager of KFBI, put their feet to the spade for the first shovelful of excavation. Others in the group include J. Ward Gates, president of the Wichita Chamber of Commerce; Jack Todd, manager of KANS, at the microphone; K. V. Pyle, KFBI technical director; Mayor Frank Coleman, and Alfred MacDonald, city manager. KANS, using its mobile unit, scored a first by carrying the initial broadcast from the new KFBI site.

Shortwave Query In Census Urged

But Proposal Is Thought to Have Only Slight Chance

EXTENSION of the 1940 Federal Housing Census to include data on the actual number of radio receivers in United States homes as well as the number of sets capable of international shortwave reception was recommended at an informal meeting of industry and Government officials held in mid-December in the office of John H. Payne, chief of the Electrical & Radio Division of the Department of Commerce. According to schedules for the Housing Census, as set up at present, a single radio question, *"Is there a radio in this dwelling unit?"*, has been included [BROADCASTING, Dec. 15].

Following the meeting recommendations were sent the Census Bureau that instead of the announced radio question there be substituted *"How many usable radio sets are in this dwelling unit?"* The Bureau also was asked to add a second question, *"Is a radio set in this dwelling unit usable for listening directly to international shortwave broadcasts?"*

Social Importance

In making the latter recommendation, the group pointed to the great social significance attending reception of foreign broadcasts. The possibility of incorporating a count of automobile radios also was discussed at the conference, but this matter was not included in the recommendations.

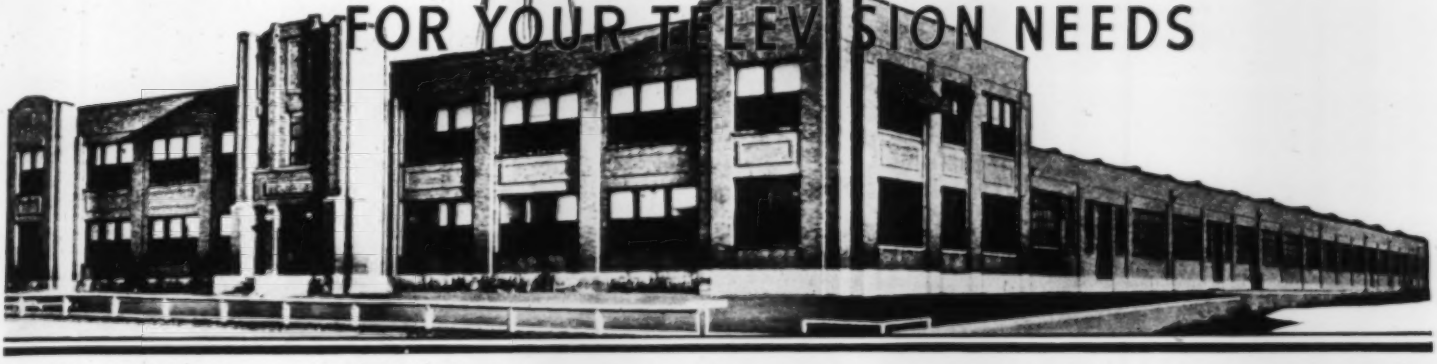
Although Census Bureau officials have made no comment on the recommendations, it is believed they were made at such a late date, when schedules for the Housing Census, to begin April 1, 1940, were generally completed, that they will not be included in the Census count. Previously the Census Bureau has emphasized the desirability of holding to a minimum questions of this type in order to preserve workable schedules. At the time the present radio question was revealed, it was understood the Housing Census schedule was virtually settled and that no additions, particularly for radio, would be made.

Attending the conference were Paul F. Peter for the NAB; Bond Geddes, executive vice-president, Robert R. Kane, Camden, N. J., and Meade Brunet, Harrison, N. J., for RMA, along with representatives of the FCC, State Department, Bureau of Foreign & Domestic Commerce and U. S. Office of Education.

New Wrigley Series

WILLIAM WRIGLEY Jr. Co., Chicago (Doublemint gum), following an audition, on Jan. 7 starts a new half-hour Sunday show which replaces the *Gateway to Hollywood* series on CBS. The program, to be produced by J. Walter Thompson Co., Hollywood, will feature Gene Autry, singing cowboy and dramatics. Audition program was produced by Paul Rickenbacher and Bob Brewster. Carroll Carroll, Lynn McManus and Eddie Helwick wrote the scripts. New program will continue on 67 CBS stations, Sun., 6:30-7 p. m. (EST).

LOOK TO *Farnsworth* FOR YOUR TELEVISION NEEDS



Farnsworth's Fort Wayne plant housing administration offices, research laboratories and special products manufacturing division.

The research laboratories and the transmitter and special products division of the Farnsworth Television & Radio Corporation are now consolidated at the Farnsworth plant in Fort Wayne, Indiana. This plant is admirably adapted for the development and production of special apparatus and equipment in the electronic field. Its operations are independent of those at Farnsworth's plant in Marion, Indiana, which is now in full production, manufacturing Farnsworth radios, radio-phonograph combinations and television receiving sets.

LOOK TO FARNSWORTH when you have need for electronic apparatus—products essential to television (such as the Farnsworth image dissector tube that makes possible startlingly high-fidelity in film transmission), telecine projectors and cameras, photocell multiplier tubes, master timer and pulse generators, complete studio and radio transmitting equipment for both sight and sound.

The Farnsworth Image Dissector Tube with its inherent excellence of performance, provides unusually high definition, freedom from shading and simplicity of control. The Farnsworth telecine projector is of the continuous type. There is no intermittent movement. An incandescent lamp is used as a light source.

Flexible manufacturing and unexcelled research facilities, full benefits of Farnsworth ideas and inventions and the knowledge that in the same organization there is available to you engineering counsel who have made television history—these are the factors which can give you confidence when you are confronted with television problems, when you LOOK TO FARNSWORTH FOR YOUR TELEVISION NEEDS.

Get in touch with Farnsworth.

Farnsworth's Marion, Indiana plant devoted to the manufacture of radios, radio-phonograph combinations and television receivers.

FARNSWORTH TELEVISION & RADIO CORPORATION

FORT WAYNE, INDIANA

Farnsworth - THE GREATEST NAME IN TELEVISION

Aylesworth Quits Newspaper Work

Opens Office as Counsel and May Enter Industry Affairs

RETURN of M. H. Aylesworth, founder and first president of NBC, to high councils in the broadcasting industry was foreseen with his resignation as publisher of the *New York World-Telegram*, to open his own law offices in New York effective Jan. 1. Mr. Aylesworth announced he will specialize in public relations and industrial policy.

Mr. Aylesworth

Because of his broad knowledge of radio, acquired over a period of more than a decade as president of NBC, it was presumed he will find himself associated with industry affairs. Possibility of Mr. Aylesworth's association with the industry in connection with the music performing rights situation was also foreseen.

Announcement of Mr. Aylesworth's resignation, made Dec. 19, coincided with his admission to the New York Bar on that day. He has been a member of the Colorado Bar for a quarter-century and served as County Attorney of Larimer County, Colorado, when he was 24. Mr. Aylesworth said he would function as counsel and advisor to corporations, business and professional men in their problems growing out of complicated New Deal legislation affecting corporate action, taxation, labor, wages and hours and public relations.

Suggested as Music Counsel

With current contracts for performance of ASCAP music expiring at the end of 1940, and with an open breach existing between the ASCAP and industry groups, a number of prominent broadcasters already have suggested retention of Mr. Aylesworth as counsel or possibly as an arbiter. Despite his association during the last three years with the newspaper field, as an executive of Scripps-Howard, Mr. Aylesworth has maintained his contacts in radio.

Mr. Aylesworth joined the Scripps-Howard organization in 1937 as a member of its general management and specialized in development of national advertising.

A resident of New York for the last 20 years, Mr. Aylesworth became president of NBC in 1926, launching the world's first network. He was largely responsible for the conception and development of commercial broadcasting. After a decade as president of NBC, he was called upon to take over and reorganize Radio-Keith-Orpheum when it was bankrupt and sustaining large operating losses. He guided the organization through receivership and established it on a profitable basis. With wide experience and background, he is a leading figure in the radio, industrial, advertising and financial fields.

Mr. Aylesworth will maintain his offices in Rockefeller Center. He was instrumental in launching the Rockefeller Center-Radio City project, one of the largest real estate enterprises ever undertaken.

WHEN THE GRAF SPEE BLEW UP

NBC Observer, Bill Bowen, Called for the Air And Got It, Scoring Year's Best Scoop

NBC's and probably radio's biggest beat of the year occurred on Dec. 17 when the network broadcast to the world the dramatic scuttling of the *Admiral Graf Spee* in Montevideo harbor, where the Nazi battleship had taken refuge from the British battleships *Ajax*, *Achilles* and *Exeter*.

Immediately upon the ship's arrival in the harbor, Bill Clark, RCA's representative in Buenos Aires, set up equipment, including microphones, direct wires to NBC headquarters in New York and telephone wires on the pier at Montevideo, a suburb of Buenos Aires, in the harbor where the *Graf Spee* was awaiting orders from Hitler.

"Give Me the Air"

A friend of Clark's, Talbot G. Bowen, with Metro-Goldwyn-Mayer in Buenos Aires, was pressed into service to handle the descriptions because he was one of the few English-speaking persons available. For two days, while the world waited for Germany's decision whether the ship would leave the harbor or be interned for the duration of the war, Bowen and Clark "stood by" to report to NBC all activity aboard the German vessel.

On Dec. 17, at 5:55 p.m., while Bowen happened to be talking to the network's special events department in New York, the ship started to move out of the harbor. Suddenly interrupting his discussion of the setup for further broadcasts, Bowen shouted, "Give me the air! The ship has exploded!" And NBC, immediately clearing all wires, interrupted programs on its Blue and Red networks to present Bowen in a detailed report of the proceedings. NBC's shortwave stations also carried the broadcast, and later in the evening NBC relaxed its policy against broadcasting recordings to present a special transcription of Mr. Bowen's "scoop".

CBS encountered bad luck on the broadcast when a few moments before the Germans set off the first bombs scuttling the *Graf Spee*, the CBS telephone line to Montevideo went dead. The network carried a full description later in the evening of the battleship's sinking and broadcast a special description of the situation and why Germany had decided to scuttle the cruiser. WOR, Newark, via its special events department, was also talking direct with Montevideo, but lost connections at the vital moment when the ship was blown up.

Talbot Bowen, the "amateur" commentator for NBC, is a native of Lowell, Mass. His first job was traveling Nebraska as a salesman for the Sinclair Oil Co., after which he became a member of the staff of the Windsor Hotel in Jacksonville, Fla. In 1932, Bowen, who is known as "James" or "Jimmy" to his friends, became manager of the American Club in Buenos Aires, and three years later, went to Montevideo to work in MGM's distributing office. Bowen's radio experience consists of one broadcast of a Montevideo Opera opening on NBC and participation in one of Admiral Byrd's three-way radio hookups. Otherwise, he is a novice in the art of reporting a news event.

Via Radiophoto

THE WHOLE world listened aghast to Bill Bowen, M-G-M representative in Buenos Aires, who was talking on the phone to NBC in New York when he saw the *Graf Spee* explode. All wires were cleared and Bowen, a comparative amateur at announcing, told the most dramatic tale of the year as it happened. Bowen (top right) was caught by the camera while he described the scuttling. Smoke from the *Graf Spee* can be seen on the horizon. Others in the photo, sent by radio, are engineers.

WWJ Special

WWJ, Detroit, carried its own special broadcast direct from Montevideo, Uruguay, describing the scene of the *Admiral Graf Spee's* refuge in the Montevideo harbor just before the German pocket battleship hoisted anchor to proceed to the spot a few miles away where it was scuttled by its crew. A special program was carried at 1:30 p.m. with Russell Barnes, *Detroit News* correspondent, giving a background picture from the WWJ studios. During the program Harold K. Milks, Associated Press representative in Montevideo, was picked up in a radiotelephone conversation during which he described a trip he made by launch around the crippled ship, told of shell marks on her hull, and described ambulances taking away the wounded. The two newsmen carried on a two-way conversation, radio-telephoned from Montevideo via New York.

T. S. MARSHALL, one of the owners of WOLF, recently authorized for construction in Syracuse, operating with 100 watts on 1500 kc., announces that he will be station manager and that the station will start operating about Feb. 15.

Christmas Broadcasts From Actual War Front Are Heard on Networks

CHRISTMAS in the trenches was the theme of two programs broadcast on Dec. 24 direct from the Maginot and Siegfried Lines on NBC-Blue. At 3 p.m. (EST), Max Jordan, NBC's European representative, described Christmas Eve in the German trenches and later William Boyd of the *New York Sun* broadcast from a French ammunition storeroom where the soldiers were attending mass and singing carols. On Christmas Day, NBC brought a program from Helsinki, with Warren Irvin giving the latest war news and Finnish soldiers singing Christmas songs.

Also on Dec. 24, CBS broadcast an evening half-hour from abroad, beginning with Big Ben striking midnight in London, after which E. R. Murrow, CBS chief in London, described the holiday scene in that city. The broadcast also included pickups from a chapel in a Maginot Line fortress where French and British soldiers attended Christmas Mass, news of the Finnish-Russian front from William L. White in Finland, and a description of Christmas in the German capital by Russell Hill of the CBS staff in Berlin.

CBS on Christmas broadcast a four-part half-hour program. Larry LeSeuer, CBS representative on the Western front, spoke from the Royal Air Force headquarters; Eric Sevareid, CBS Paris representative, from the Maginot Line; William L. Shirer, Berlin representative, from a fueling ship for German submarines in the Baltic Sea, and William L. White from Finnish general headquarters at Viipuri. The last portion of the program was curtailed because of heavy shelling by Russian troops.

Christmas morning MBS broadcast an hour of greetings from all parts of the British Empire to King George VI, concluding with the Christmas message of the King to his people, which was also broadcast by NBC and CBS.

Four American correspondents abroad held Christmas conversations with their families in America via NBC during a broadcast on which John Lloyd of the AP, John O'Donnell of the *New York Daily News* and Bill Byrd of the *New York Sun*, from Paris, and William Hillman, European director of *Collier's*, from London, exchanged greetings with their wives and children, gathered in NBC studios in this country.

WHBY in Appleton, Wis.

AUTHORIZED early in 1939 to move into Appleton, Wis., WHBY, one of the two stations operated commercially by St. Norbert's College, Green Bay, Wis., will start its Appleton operations on or about Jan. 1, according to Father James A. Wagner, managing director. Father Wagner will continue also to direct WTAQ in Green Bay. Hayden R. Evans will be manager of the Appleton station. A new one-story studio and office building has been constructed. RCA transmitter equipment, a Collins console and a 200-foot Truscon vertical radiator have been installed. Station is a 250-watt outlet on 1200 kc., and will join the new Transcontinental network.

so their Los Angeles budgets sell all Southern California!

Ordinarily, a Los Angeles budget concentrates its major selling effectiveness within the limits of the Los Angeles Metropolitan area. And that's fair enough.

But fairer still, the *same* budget on KNX gives our clients not only this wealthy Los Angeles City market—full and overflowing*—but also *all* Southern California . . . and more!

By day, your KNX programs *blanket* Los Angeles and speed on—crisp and clear—over the rest of Southern California to 204,870 additional radio families *outside* the Metropolitan area, families whose annual retail purchases pile up to $271,147,000. And as extra bonus by night, KNX sends its programs with primary intensity to 262 more counties on the Pacific Slope, where 621,790 radio families live, shop and spend their money—$1,234,644,000 annually!

This whole wealthy market can be *yours*, without adding one penny to your regular Los Angeles City budget. Use KNX—the West Coast's greatest and most extensive (in results as well as coverage) selling force!

** Because KNX is first choice of Los Angeles listeners . . . See any competent radio survey.*

GIVE YOUR BUDGET A BREAK ON KNX

COLUMBIA'S STATION FOR SOUTHERN CALIFORNIA 50,000 WATTS

COLUMBIA SQUARE, LOS ANGELES • REPRESENTED BY RADIO SALES

Miller Launches Final Drive To Attain Goal in Music Fund

Voices Optimism Over Response of Industry at District Meetings Held Throughout Country

EXUDING optimism over response to the industry-wide project for creation of Broadcast Music Inc., after having canvassed about half the country, NAB President Neville Miller launches the final drive in the $1,500,000 station subscription campaign this month, convinced that the Feb. 1 subscription deadline will be met.

Broadcast Music Inc. already has leased space in New York for headquarter operations in the all-inclusive project designed to build for radio its own reservoir of music to combat ASCAP's monopoly and introduce competition into the copyrighted music field. With existing ASCAP contracts expiring in exactly one year, preliminary plans already have been launched for the enterprise. Space has been leased at 580 Fifth Ave., with provisions made for additional room in the same building. Sydney M. Kaye, general counsel for Broadcast Music, who was primarily responsible for the broad-gauged plan, already has occupied the offices, along with Stuart M. Sprague, his chief assistant.

Good Showing Claimed

At the ten district meetings, stations which have subscribed to stock in Broadcast Music represent approximately 60% of the broadcast income in those areas. Roughly, it is estimated that for the country as a whole, the income base, exclusive of network revenue and after customary discounts, is in the neighborhood of $76,000,000. The ten NAB districts already covered represent some $50,000,000 of that income figure, or 66% of the aggregate. Stock subscriptions from stations in these districts amount to an equivalent of a $30,000,000 base, or about 60% of the represented income.

This showing is viewed as exceedingly gratifying by President Miller and his board. Including the flat commitments by the networks of $400,000, it is roughly estimated that the pledged subscriptions to Broadcast Music already exceed the $600,000 figure. The goal, by Feb. 1, is $1,500,000.

A breakdown of the pledges made in the ten districts already covered indicates that approximately 200 stations of the some 406 commercial operating stations in these districts have joined the project. Approximately the same number of stations—in round figures, 200—were represented at the ten meetings.

Based on the business figures by districts, the analysis indicated that Districts 1 (New England); 12 (Kansas and Oklahoma), and 14 (Colorado, Idaho, Wyoming, Montana) had subscriptions representing more than 80% of the station income. In Districts 2 (New York); 4 (District of Columbia, Maryland, North Carolina, South Carolina, Virginia, West Virginia); 9 (Illinois and Wisconsin); and 11 (Minnesota, North Dakota, South Dakota), the subscription return represented between 60 and 70% of the station income. In District 7 (Kentucky and Ohio); 8 (Indiana and Michigan); and 10 (Iowa, Missouri, Nebraska) the figure was approximately 50%.

Under the Broadcast Music plan, the minimum fund of $1,100,000 from stations, exclusive of the $400,000 committed by NBC and CBS, must be forthcoming by Feb. 1. In the event it is concluded by the board that the support is not sufficient to warrant undertaking the project, the stock subscription contributions, which represent one-fifth of the total contributions sought, will be returned. President Miller, however, indicated he felt the success of the campaign was already assured and did not believe it would be necessary to face any such contingency.

Paid Executive

The assessments are based on 50% of station payments to ASCAP in 1937. The contributions for stock represent one-tenth of the amount stations paid ASCAP that year, or one-fifth of their expected contributions. The remaining four-fifths would be subject to call by Broadcast Music, on a staggered scale to cause least possible hardship on stations.

ASCAP Shuns Radio

CONTRARY to expectations, the radio committee of ASCAP did not make a preliminary report of its findings to the December meeting of the Society's board of directors. Indeed, according to E. C. Mills, chairman of the administrative committee, radio was not even mentioned at the meeting, which was devoted chiefly to authorizing dividends for the fourth quarter of 1939. Asked regarding ASCAP's income for the year, Mr. Mills said that the books would be ready for auditing in March and that 1939 figures should be ready about the first of April. He declined to make any estimate of income at this time.

District meetings which remain to be held tentatively are as follows:

District 6 (Arkansas, Louisiana, Mississippi, Tennessee) at New Orleans, Jan. 3; District 13 (Texas) at Dallas, Jan. 5; District 3 (Delaware, New Jersey, Pennsylvania) at Camden, Jan. 4; District 16 (Arizona, New Mexico, and Southern California) at Los Angeles, Jan. 9; District 15 (Northern California, Nevada and Hawaii) at San Francisco, Jan. 10; District 17 (Oregon, Washington, Alaska) at Portland, Jan. 12; District 5 (Georgia and Alabama stations) at Columbus, Ga., Jan. 18, and Florida stations at Orlando, Jan. 19.

President Miller will attend all but the Camden meeting. It is expected Mr. Kaye will be the principal speaker there.

Mr. Miller has explained at the various district meetings that selection of a paid executive for Broadcast Music must await fulfillment of the campaign fund commitments. A number of outstanding figures in the music field have been considered. He explained the appointment would be made by the Broadcast Music board, which he heads, as soon as the fund solicitation is completed—possibly early in February.

Totally aside from the ASCAP-Broadcast Music situation much interest has been evidenced at the district meetings in the union musician situation, and in the phonograph record manufacturing company ban on performances. President Miller has outlined to the meetings the present status of these situations.

Meetings Are Successful

Broadcasters generally indicated their intention to stick by their guns on the AFM situation, even in the face of a threatened strike Jan. 17.

The last two district meetings—District 11 held at Minneapolis Dec. 13 and District 3 in Washington Dec. 16—were among the most successful held. At the Minneapolis session, presided over by Earl H. Gammons, general manager of WCCO, and the district director, there were 21 stations represented out of 36 in the district. Of those present, Mr. Gammons reported all except one agreed to sign the license and subscribe to the stock. It was attended by the largest gathering of broadcasters ever held in the three states—Minnesota, North Dakota and South Dakota.

At the Washington meeting, over

(Continued on page 59)

Stations Committed to Broadcast Music Project

COLORADO
KVOR, Colorado Springs
KFEL, Denver
KLZ, Denver
KOA, Denver
KVOD, Denver
KIUP, Durango
KFXJ, Grand Junction
KGHF, Pueblo

CONNECTICUT
WICC, Bridgeport
WDRC, Hartford
WTIC, Hartford
WATR, Waterbury

DISTRICT OF COLUMBIA
WJSV, Washington
WMAL, Washington
WOL, Washington
WRC, Washington

IDAHO
KSEI, Pocatello
KFXD, Nampa
KTFI, Twin Falls

ILLINOIS
WAAF, Chicago
WBBM, Chicago
WENR, Chicago
WMAQ, Chicago
WLS, Chicago
WHFC, Cicero
WTMV, East St. Louis
WEBQ, Harrisburg
WMBD, Peoria
WROK, Rockford
WHBF, Rock Island
WCBS, Springfield
WDZ, Tuscola

INDIANA
WTRC, Elkhart
WEOA, Evansville
WGBF, Evansville
WGL, Fort Wayne
WOWO, Fort Wayne
WIBC, Indianapolis
WFAM, South Bend
WSBT, South Bend
WBOW, Terre Haute

IOWA
WOC, Davenport
KSO, Des Moines
WHO, Des Moines
KGLO, Mason City
KMA, Shenandoah

KANSAS
KGGF, Coffeyville
KGNO, Dodge City
KTSW, Emporia
KIUL, Garden City
WIBW, Topeka
KANS, Wichita
KFBI, Wichita
KFH, Wichita

KENTUCKY
WCMI, Ashland
WLAP, Lexington
WAVE, Louisville
WHAS, Louisville

MAINE
WCSH, Portland

MARYLAND
WCAO, Baltimore
WCBM, Baltimore
WFBR, Baltimore
WTBO, Cumberland

MASSACHUSETTS
WAAB, Boston
WBZ-WBZA, Boston
WEEI, Boston
WMEX, Boston
WNAC, Boston
WSAR, Fall River
WLLH, Lowell
WBRK, Pittsfield
WMAS, Springfield
WTAG, Worcester

MICHIGAN
WJBK, Detroit
WJR, Detroit
WFDF, Flint
WKZO, Kalamazoo
WKBZ, Muskegon
WHLS, Port Huron

MINNESOTA
KATE, Albert Lea
KDAL, Duluth
KYSM, Mankato
WCCO, Minneapolis
WDGY, Minneapolis
WTCN, Minneapolis
KROC, Rochester
KFAM, St. Cloud

MISSOURI
KMBC, Kansas City
WHB, Kansas City
KFEQ, St. Joseph
KMOX, St. Louis
WIL, St. Louis

MONTANA
KGHL, Billings
KGVO, Missoula

NEBRASKA
KORN, Fremont
KHAS, Hastings
KGFW, Kearney
WJAG, Norfolk
KGNF, North Platte
KGKY, Scottsbluff

NEW HAMPSHIRE
WFEA, Manchester

NEW YORK
WABY, Albany
WOKO, Albany
WBEN, Buffalo
WABC, New York
WBNX, New York
WEAF, New York
WJZ, New York
WQXR, New York
WHAM, Rochester
WHEC, Rochester
WGY, Schenectady
WFBL, Syracuse
WSYR, Syracuse

NORTH CAROLINA
WWNC, Asheville
WBT, Charlotte
WSOC, Charlotte
WDNC, Durham
WGBR, Goldsboro
WBIG, Greensboro
WPTF, Raleigh
WGTM, Wilson
WSJS, Winston-Salem

NORTH DAKOTA
KFYR, Bismarck
WDAY, Fargo
KGCU, Mandan

OHIO
WJW, Akron
WICA, Ashtabula
WHBC, Canton
WCKY, Cincinnati
WKRC, Cincinnati
WGAR, Cleveland
WTAM, Cleveland
WBNS, Columbus
WCOL, Columbus
WHKC, Columbus
WHIO, Dayton
WING, Dayton
WLOK, Lima
WPAY, Portsmouth
WSPD, Toledo
WHIZ, Zanesville

OKLAHOMA
KADA, Ada
KCRC, Enid
KOCY, Oklahoma City
KOMA, Oklahoma City
KTOK, Oklahoma City
WKY, Oklahoma City
KHBG, Okmulgee
KGFF, Shawnee
KTUL, Tulsa
KVOO, Tulsa

RHODE ISLAND
WEAN, Providence
WJAR, Providence

SOUTH CAROLINA
WIS, Columbia
WCSC, Charleston

SOUTH DAKOTA
KABR, Aberdeen
KOBH, Rapid City
KELO, Sioux Falls
KSOO, Sioux Falls
WNAX, Yankton

UTAH
KLO, Ogden
KOVO, Provo
KDYL, Salt Lake City
KSL, Salt Lake City
KUTA, Salt Lake City

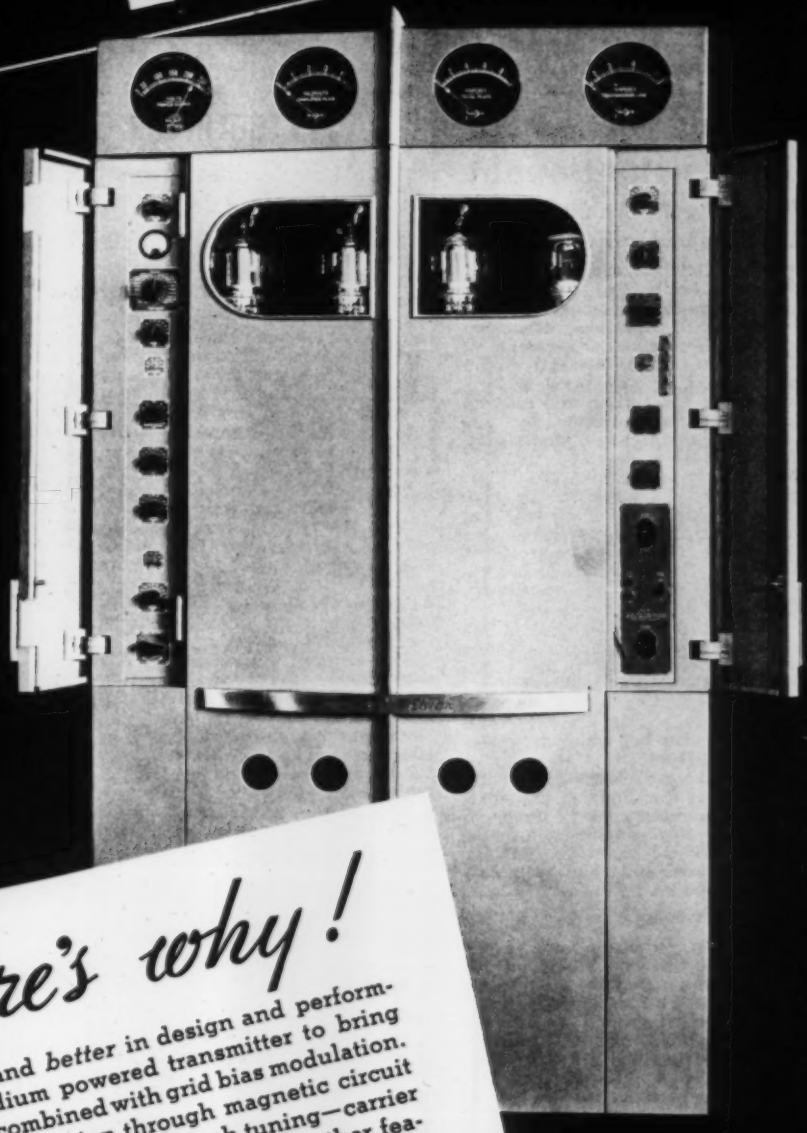
VIRGINIA
WGH, Newport News
WTAR, Norfolk
WRNL, Richmond
WMBG, Richmond
WRTD, Richmond
WRVA, Richmond
WDBJ, Roanoke

WEST VIRGINIA
WJLS, Beckley
WHIS, Bluefield
WCHS, Charleston
WBLK, Clarksburg
WMMN, Fairmont
WSAZ, Huntington
WPAR, Parkersburg
WWVA, Wheeling

WISCONSIN
WCLO, Janesville
WTMJ, Milwaukee
WRJN, Racine
WHBL, Sheboygan
WSAU, Wausau

WYOMING
KDFN, Casper
KVRS, Rock Springs
KWYO, Sheridan

GOING PLACES!



Western Electric
1 KW Transmitter

... and here's why!

Because it's radically different and *better* in design and performance. Because it's the first medium powered transmitter to bring you the famous Doherty Circuit combined with grid bias modulation. Because it gives you overload protection through magnetic circuit breakers—connections for cathode ray oscillograph tuning—carrier output of 500 or 1000 watts—stabilized feedback—and other features aplenty. Ask your engineer if these aren't reasons enough why the Western Electric 1 KW is going places! Get full details—ask Graybar for Bulletin T-1633.

Western Electric

Distributed by Graybar

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N.Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

BESIDE a repair booth (left) in the lobby of the Grant Bldg., KDKA and other Pittsburgh stations maintained repair squads in a vacant store room during the big Pittsburgh campaign to salvage old sets and turn them over to the needy. The main booth, titled Santa's Radio Workshop, drew large crowds.

Moving of KFNF To Omaha Sought

World-Herald Would Acquire Holdings of Cowles Group

A DEAL for the transfer of KFNF, Shenandoah, Ia., to the *Omaha World-Herald*, conditional upon its removal to Omaha, has been made by the *Des Moines Register & Tribune* (Cowles) interests which last September purchased 48.75% interest in the station and secured an option to purchase the remainder from Henry Field, the licensee. It is understood the Des Moines interests paid $150,000 for the minority stock and the proposed complete ownership with the hope of moving the station into Des Moines in order to substitute it there for their KSO 1430 kc. facility. This project has been abandoned.

The deal to sell the station to the Omaha newspaper involves somewhere between $150,000 and $200,000. KFNF shortly will apply for fulltime operation in Omaha with 5,000 watts on its present wavelength of 890 kc. which it shares with KUSD of the University of South Dakota at Vermillion, S. D. KUSD would relinquish the time-sharing arrangement in favor of obtaining the facilities of the *Omaha World-Herald's* KOWH, which operates with 500 watts daytime on 660 kc.

Omaha Facility

Thus Omaha would secure a new fulltime 5,000-watt outlet on 890 kc., probably using the KOWH call letters, while the University of South Dakota would secure 500 watts daytime for its KUSD on 660 kc. It is understood the deal, which is being handled by Luther Hill, general manager of the Cowles stations, is satisfactory to the university, the Cowles interests agreeing to provide the university with any necessary new equipment.

The *Omaha World-Herald* bought the old WAAW in that city for approximately $60,000 in latter 1938, and the FCC authorized the transfer on Feb. 27, 1939, though Commissioners McNinch and Walker dissented. Call letters were changed to KOWH and the station affiliated with NBC after KOIL had joined CBS.

OSCAR KRONENBERG, for seven years assistant commercial manager of WARD, Brooklyn, has applied to the FCC for a new 250-watt station on 1310 kc. in Steubenville, O.

PITTSBURGH GETS OLD SETS

Four Stations Merge Efforts With Newspaper And Collect 1,250 Old Receivers

FOUR Pittsburgh stations and the *Pittsburgh Post-Gazette*, following out the *Radio Christmas* idea advanced by the NAB, through their cooperative efforts with local radio servicemen, jobbers and distributors during the Dec. 16-23 week collected some 1,250 donated radio receivers from local citizens for distribution to underprivileged families.

In accordance with the *Radio Christmas* plan, the sets secured by the stations—KDKA, WWSW, WJAS and KQV—through special announcements and programs promoting the drive were repaired under supervision of the servicemen's organization, with repair parts furnished by jobbers and distributors, who also helped pay extra repairmen hired to handle the rushing business.

The original goal of 1,000 sets was reached four days ahead of schedule, on Dec. 19. Despite announcements that the quota had been reached, calls from persons offering to donate old radios continued to come in, and by Dec. 22 more than 1,250 sets had been received. Radio servicemen worked every night for several days until 2 or 3 a.m. without pay, supplementing the efforts of a crew of 12 unemployed repairmen hired for daytime work.

Program Stunts

In the lobby of the Grant Bldg., one of Pittsburgh's well-known office buildings and location of KDKA, "Santa's Radio Workshop" was set up. From the scene the participating stations originated several special events features, among them personal appearances of local radio personalities, who sang Christmas carols during the noon hour. These programs were carried on a special four-station hookup. On Dec. 14 KDKA devoted its half-hour *Pittsburgh Speaks* to the project, with a team of RSA representatives competing against a team representing the stations and newspaper in a quiz program, with questions slanted to develop information about *Radio Christmas*.

Comment among participating radio men was to the effect that the promotion, beside yielding a feeling of good neighborliness, showed tremendous potentialities for building goodwill as well as solidifying contact with the cooperating newspaper. In addition the idea has brought a wave of wholesome publicity to local servicemen, and provided an entree for the *Post-Gazette* through the canvassing for donations conducted by its circulation representatives. In taking all the old sets off the market, the plan has created potential customers for new sets, reflecting to the benefit of jobbers and distributors.

Prominently identified in the promotion in Pittsburgh were Frank Smith and Walter Sickles, of WWSW; John Laux and Joe Villella, KQV-WJAS; Jim Luntzel, Byron McGill, W. E. Jackson and General Manager S. D. Gregory, KDKA; O. J. Keller, editor, and Jules Dubin, promotion editor, *Pittsburgh Post-Gazette*, and Samuel Avins, general counsel, Radio Servicemen's Assn. of Pittsburgh.

New KORN, Fremont, Neb.

AUTHORIZED for construction last Nov. 3, the new KORN, Fremont, Neb., local outlet on 1370 kc., went on the air Dec. 22 in what is believed to be a record for shortness of time between authorization, construction and operation. Chief owner of the station is Clark Standiford, former co-owner of KGFW, Kearney, Neb., who will also be manager. Commercial manager is Randy Ryan, formerly manager of KMMJ, Grand Island, Neb. Larry Coke, also formerly of KMMJ, is program director, and E. A. Blackburn, former chief engineer of the old KWTN, Watertown, S. D., is chief engineer. The station is Gates equipped with a 179-foot Wincharger tower. Its transmitter house is the residence of two families of engineers. Standard Radio transcription library and UP news service are being used.

Creamery Placing

BEATRICE CREAMERIES, Chicago (Meadow Gold cheese), has renewed *Keep Fit to Music With Wallace*, daily quarter-hour physical culture program, on WGN, Chicago, for 52 weeks. It is understood the MBS sustaining program will be sponsored by Beatrice in a number of additional markets soon after Jan. 15. Ray Linton, head of Ray Linton Co. and manager of Wallace, set the deal. Lord & Thomas, Chicago, handles the account.

EXTENSIVE DRIVE FOR PRUNE SERIES

PRUNE GROWERS of California, planning a promotion drive (BROADCASTING, Dec. 15) has selected stations for its twice-weekly transcribed *Hollywood Ten-000*, placed through Lord & Thomas, San Francisco. The list includes WNAC, Boston; WBBM, Chicago; WHO, Des Moines; KMBC, Kansas City; WTMJ, Milwaukee; KSTP, Minneapolis; WEAF, New York; a station in Philadelphia not decided upon at press time; WCAE, Pittsburgh; KMOX, St. Louis.

The series will be launched Jan. 9 and will be heard in most instances on Tuesdays and Thursdays. It is a quarter-hour presentation, with Ken Carpenter as announcer and a dramatic staff of approximately ten persons. The story revolves around a Hollywood casting bureau.

An extensive merchandising and promotional campaign was to get under way at the turn of the New Year, with weekly newspaper ads appearing in all cities where stations are releasing the Prune Growers show; ads in a half-dozen or more trade publications; and dealer promotion material. Fifteen dealer servicemen have been put into the field. A half-million pieces of display material wil be distributed to food dealers. In addition a publicity office has been set up in the Lord & Thomas San Francisco office to handle a publicity campaign.

Good News Plans

GENERAL FOODS Corp., New York, despite denials to the contrary, is planning to cut its Thursday night full-hour show, *Good News of 1940*, for Maxwell House coffee on 85 NBC-Red stations to a half-hour schedule. It is understood the contemplated cut will take place in late January when the current quarter ends. The Hollywood production division of Benton & Bowles, agency servicing the account, in mid-December cut a second sample audition transcription for the proposed show which was sent to New York for sponsor consideration. It features Dick Powell and Fanny Brice. Meredith Willson directed the music and Hanley Stafford who plays Daddy with Miss Brice in the Baby Snooks skit was also included. It is understood the first audition transcription, also a half-hour show, sent to New York several weeks ago for consideration, did not meet with the sponsor's approval [BROADCASTING, Dec. 15].

Richfield Adds 29

RICHFIELD OIL Corp., New York (gasoline, oil), which has been sponsoring Arthur Hale's *Confidentially Yours* on WOR, Newark, since October, Sundays, 9:30-9:45 p. m., on Jan. 6 is adding 25 MBS stations to the program, which will then be heard Saturdays, 7:30-8 p. m. Four other stations will carry the program via transcription, as follows: WTAG, Worcester, and WMAS, Springfield, Mass., Saturday, 8 p. m.; WDEV, Waterbury, Vt., Sunday, 12:15 noon, and WRVA, Richmond, Saturday, 6:30 p. m. Agency is Sherman K. Ellis & Co., New York.

OLSON RUG Co., Chicago, soon after Jan. 1 will start a varying schedule of spot announcements and 15-minute shows on an undetermined list of stations. Presba, Fellers & Presba, Chicago, handles the account.

We're not "crowing" — — just "showing"

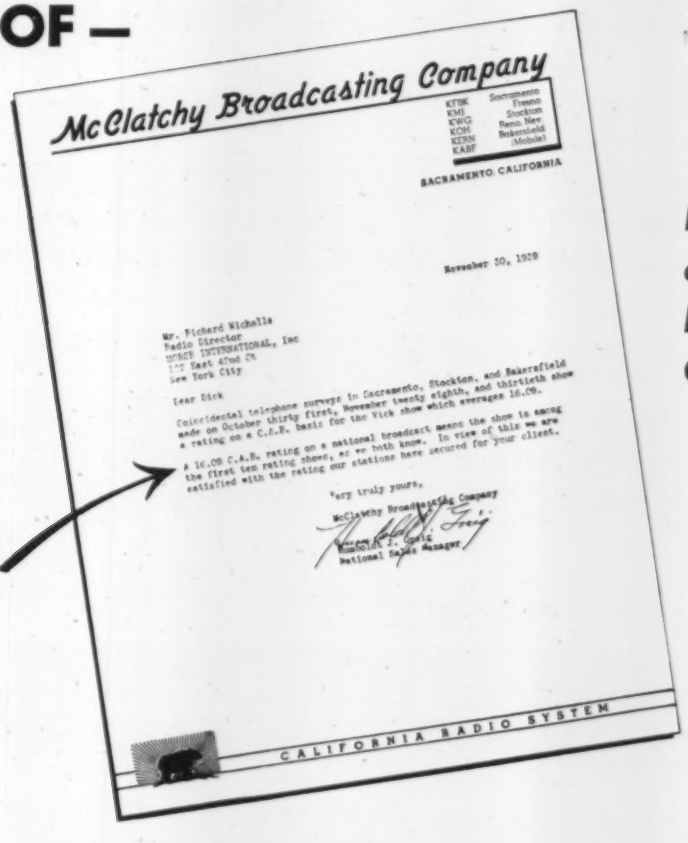
THE C.A.B. — 16.09

THE SHOW — "BEYOND REASONABLE DOUBT"
starring NICK DAWSON

THE SPONSOR* — VICK CHEMICAL COMPANY
for VICK'S VAPORUB and VICK'S VA-TRO-NOL

THE STATIONS — Sacramento, Stockton and Bakersfield, Calif.

THE PROOF —



McClatchy Broadcasting Company

KFBK Sacramento
KMJ Fresno
KWG Stockton
KOH Reno, Nev.
KERN Bakersfield
KABF (Mobile)

SACRAMENTO, CALIFORNIA

November 30, 1939

Mr. Richard Nicholls
Radio Director
MORSE INTERNATIONAL, Inc
[illegible] East 42nd St
New York City

Dear Dick

Coincidental telephone surveys in Sacramento, Stockton, and Bakersfield made on October thirty first, November twenty eighth, and thirtieth show a rating on a C.A.B. basis for the Vick show which averages 16.09.

A 16.09 C.A.B. rating on a national broadcast means the show is among the first ten rating shows, as we both know. In view of this we are satisfied with the rating our stations have secured for your client.

Very truly yours,

McClatchy Broadcasting Company

Harold J. Craig
National Sales Manager

CALIFORNIA RADIO SYSTEM

RENEWED for another 13 weeks by VICK CHEMICAL COMPANY

. . . After only 15 episodes

**Also sponsored in the State of Texas by the Duncan Coffee Co.*

"BEYOND REASONABLE DOUBT" will do the same job for your <u>local</u> or <u>regional</u> sponsor.

Associated Recorded Program Service

25 WEST 45th STREET **NEW YORK CITY**

Revision of Rules On Discs Is Seen

Half-hour Announcement Is Proposed by Committee

AMENDMENT of rules governing announcement of mechanical reproductions, involving suggestions that the distinguishing announcement be eliminated altogether, has been under active consideration of the FCC for several weeks, with some sort of revision expected early next year.

The only recommended change made to the FCC by its Rules Committee of department heads was for identification announcements at half-hour intervals, instead of the 15-minute break required under existing rules. It appears now that proposals to drop all differentiation between "live" talent programs and broadcast transcriptions will be rejected. Similarly, suggestions that there be no distinction between the existing transcription, requirement and ordinary phonograph records also probably will not be adopted.

The recommendation of the Rules Committee, it is understood, was that identification announcements using clear phraseology as to whether the program is a transcription or a record, be made both before and after programs, as required at present, except that a single continuous program need not be interrupted for such announcements if the program continuity would suffer. If adopted, this change would place recorded programs in the same category as other originations insofar as the station break identification is concerned.

Asks Repeal of Rule

A petition for repeal of the rule (3.93) requiring identification of mechanical reproductions as such, was filed with the FCC Dec. 13 by Gerald King, president of Radio Transcription Producers Assn. of Hollywood Inc., and head of Standard Radio, through the Association's counsel, Ben S. Fisher. The petition asked that if the repeal is not favored, then the requirement for identification of transcriptions at the beginning of each rendition be eliminated.

The petition held that the existing requirement has grown obsolete and is of no value to the public. The public, it was held, is interested only in the substance and quality of the program, whether it comes from transcription or by live talent.

Technical perfection of transcriptions make the quality of both types of programs similar and the effect upon the listening public would be "almost indistinguishable", the petition stated. It added that in the event the Commission feels the elimination of the rule would be inadvisable, then the proposed amendment for identification following the rendition should be adopted. "There appears to be no good reason at this time to continue to notify the public in the beginning of all transcriptions to the effect that the following program is a transcribed program," it was added. "This places a handicap upon the transcription that is unfair and unnecessary and works to the disadvantage of transcription over live talent for which there is no sound reason.

"The public has the privilege of listening to the program of its choice and whether it be live talent or transcription, the latter should not be penalized by reason of the fact that the broadcasting station has chosen this type of program as being superior to live talent. This amendment, if adopted, would also inform the public as to speeches and other spot announcements of important events, which were taken at one time and broadcast at a later date."

WHEN Edgar Bergen was confined to St. Vincent's hospital, Los Angeles, Dec. 10 with an infected face, NBC Hollywood engineers proved that when the show must go on against unexpected odds, it can still be done the easy way. Lines were quickly put into the hospital room and Bergen with Charlie McCarthy were very much a part of the NBC-Red *Chase & Sanborn Hour*. Left to right are James Bealle, publicity director of J. Walter Thompson Co., agency servicing the Standard Brands account; Mary Hanrahan, secretary to Mr. Bergen; Dick Mack; Mr. Bergen; Joe Parker, NBC director, and Paul Green, NBC technician.

HISTORY ON DISCS
Recorded Series Is Released In Album Form

APPLYING the newest techniques of broadcasting and recording to the field of education, World Book Co. has just issued *Then Came War: 1939*, an album of three 12-inch phonograph records comprising a spoken summary of events leading up to the present European War. It is edited by Elmer Davis, CBS analyst who himself delivers a summary of the events leading to the Sudeten crisis of Sept. 1938, and from the Munich settlement to the early summer of 1939.

The other records, with a narrator providing the continuity of the story, cover in more detail the period beginning with the announcement of the German-Russo pact and culminating with the entry of France and England into the war. The actual voices of Hitler, Chamberlain and Daladier, as recorded during their historic broadcasts, are incorporated into the records, which also include other dramatic presentations of the events involved.

This recorded summary of the paths that led to war is suitable in both content and language difficulty for use in secondary schools or colleges, says Alexander J. Stoddard, superintendent of schools, Philadelphia, in the handbook, "Notes on Educational Use", that accompanies the records. If this initial effort in recorded history for classroom use is well received by educators, World Book Co. will produce further such records under the generic title, "The Sound of History".

Prepared for use on a standard phonograph, the discs are cut at 78 r.p.m. with the playing time slightly under a half-hour for the six sides. Recording was done by Time Abroad, New York. While the album was designed primarily for school use, it has also been stocked by a number of leading music stores for sale to the public. World Book Co. sponsored a broadcast of the records on WQXR, New York, on Dec. 15, as a one-time advertisement of the album, the announcements listing the New York stores at which the records may be purchased at the retail price of $6.50 per set.

Cosmetic on Coast

COLONIAL DAMES Inc., Los Angeles (cosmetics), which occasionally uses transcribed and spot radio, on Dec. 17 started for 52 weeks, sponsoring the weekly quarter-hour program, *Return to Romance*, on 9 CBS Pacific Coast stations (KNX KARM KOIN KSFO KVI KIRO KFPY KSL KLZ) Sun., 10:45-11 a.m. Series is based on the lives and loves of famous women in history, and features Frank Graham as story teller. Thomas Freebairn-Smith is announcer and narrator. Jerry Schwartz writes the series. Glasser Adv. Agency, Los Angeles, has the account.

Lorillard Audition

P. LORILLARD Co., New York (Old Gold cigarettes), has a new detective series under consideration for sponsorship on the NBC-Blue network. Audition transcription, featuring Herbert Marshall and Kay Francis, film personalities, was cut in Hollywood in mid-December under direction of Jay Clark, West Coast production manager of Lennen & Mitchell, agency servicing the account. Audition also featured Harry Sosnik's orchestra, with Ken Niles handling the commercials. If acceptable to the tobacco firm, the series, based on "The Saint" detective stories, will start by late February.

590 kc. Channel Aligned by FCC

WEEI Given 5 kw. Power; WRTD Boost Is Favored

COMPLETION of realignment of the 590 kc. channel under the new station classification rules was effected Dec. 19 by the FCC when it authorized WEEI, Boston, to operate with 5,000 watts unlimited time on the frequency. Simultaneously, the FCC announced a proposed decision authorizing WRTD, Richmond, to change its assignment from 1500 kc. with 100 watts power unlimited time, to the 590 kc. channel with 1,000 watts unlimited time.

Previously, the FCC had authorized WOW, Omaha, and KHQ, Spokane, to operate with 5,000 watts fulltime, while WKZO, Kalamazoo, was given fulltime in lieu of limited time operation on the frequency.

Boon to Richmond

The proposed grant to WRTD specifies use of a directional antenna at night. Pursuant to customary procedure, all parties have 20 days in which to request oral argument or file exceptions to the proposed report. The authorization is one of a series awarded stations in Richmond during the last several years, which have given that city more improved facilities than perhaps any other metropolitan area in the country.

WEEI, CBS-operated station, was authorized to use 5,000 watts day and night under an amended application which permits it to employ its present daytime directional pattern for both day and night operation.

At its meeting Dec. 19, the FCC authorized five more local stations to increase their night power to 250 watts, the new local limit. The stations are WFTM, Fort Myers, Fla.; KUTA, Salt Lake City; KLAH, Carlsbad, N. M.; WTSP, St. Petersburg, Fla., and WISE, Asheville, N. C. WMAQ, Chicago 50,000-watter, was granted renewal of its license for the regular period following dismissal without prejudice of the application of WHA, Wisconsin U. station at Madison, for the facilities of WMAQ. The scheduled hearing was cancelled.

Plans for New WKNY

STARTING date for the new WKNY, Kingston, N. Y., authorized for construction last June to operate with 100 watts on 1500 kc., has been set for Jan. 10, according to John R. McKenna, Long Island City radio engineer who is president of the licensee corporation and who will be manager and chief engineer of the station. Leon Bernard has been appointed commercial manager and Ezra McIntosh will be program director. RCA equipment and a 170-foot Lehigh tower have been installed. INS news service and World Program Library have been ordered.

WTEL, Philadelphia, has asked the FCC to relieve it of timesharing with WHAT in the same city on 1310 kc., and has applied for 100 watts fulltime on 1500 kc. WHAT, recently purchased by the Bonwit Teller store interests from the *Philadelphia Public Ledger*, would thus also get fulltime, remaining on 1310 kc.

WRVA

VIRGINIA'S ONLY 50,000 WATT RADIO STATION

Southern women know their food. Food advertisers know WRVA's strong influence in this rich market (over a half billion dollars in foods). That's why Virginia's only 50,000 watt radio station is their happy choice. Soup's on . . . come and get it! Food and related lines sold through grocery outlets are shown at the right.

C. T. LUCY, General Manager

PAUL H. RAYMER CO.
National Representative
NEW YORK LOS ANGELES CHICAGO
DETROIT SAN FRANCISCO

- Streitmann Cakes & Crackers
- Pet Ice Cream
- Corn Kix Cereal
- Wheaties Cereal
- Gold Medal Flour
- Virginia Dairy Products
- Nolde Bread and Cakes
- Capt. Herbert's Seafood
- Quaker Macaroni and Spaghetti
- Edwards Coffee
- Liptons Tea
- King's Syrup
- Southern Dairies Ice Cream
- Monogram Coffee
- Wonder Bread
- Spry Shortening
- Pet Milk
- Swansdown Flour
- Calumet Baking Powder
- Hostess Cakes
- Sanka Coffee
- Postum
- Huskies Cereal
- Post Toasties Cereal
- Crisco Shortening
- Campbell Soups
- Dole Pineapple Juice and Gems
- Sealtest-approved Ice Cream and Dairy Products

COLUMBIA AND MUTUAL NETWORKS

WRVA 50,000 WATTS

Copyright Status May Be Changed

Death of Rep. Sirovich Leads To Committee Revisions

A CHANGED attitude on revision of copyright legislation in the House is foreseen as a result of the sudden death Dec. 17 of Rep. William I. Sirovich (D-N. Y.), chairman of the House Patents Committee, in which copyright legislation originates.

Rep. Sirovich

A staunch supporter of ASCAP, Rep. Sirovich several times prevented consideration of legislation to amend the 1909 copyright law, as advocated by broadcasters and other users of copyrighted works. While he has introduced legislation for revision of the copyright laws, he consistently has supported the ASCAP position.

With Dr. Sirovich's death, Rep. Fritz G. Lanham (D-Tex.), ranking majority member of the committee, is in line for the chairmanship. Mr. Lanham also has reflected a pro-ASCAP position but Dr. Sirovich, a forceful and militant advocate, was the chief proponent of ASCAP.

Rep. Lanham is already chairman of the Committee on Public Buildings & Grounds. Under House rules, a member can hold only one major committee chairmanship. Mr. Lanham can elect to take over the patents post or remain head of his present committee. Should he decide to forego the patents chairmanship, Rep. Matthew A. Dunn of Pennsylvania, would be the next Democrat in line.

Because of the war situation, it is not expected that any legislation other than that of an emergency nature will be considered at the new session. However, proponents of new copyright legislation may press for action at the session, particularly in the light of the pendency of the international copyright treaty, providing for world automatic copyright. Notice already has been served that before Senate ratification of the treaty, fundamental changes should be made in the existing copyright statute.

Chesterfield on CBS

LIGGETT & MYERS TOBACCO Co., New York, on Jan. 2 will start a new thrice-weekly program for Chesterfields on CBS, featuring Glenn Miller's Orchestra, the Andrews Sisters, Marion Hutton and Ray Eberly, Tuesdays, Wednesdays and Thursdays, 10-10:15 p.m. The company will discontinue the *Paul Whiteman* program in the CBS Wednesday period, 8:30-8:55 p.m. as of Dec. 27, when Glenn Miller will make a special appearance to introduce his new series. Agency is Newell-Emmett Co., New York.

WITH its shift from CBS to NBC supplementary Jan. 1, KOH, Reno, Nev., a McClatchy station, became the 181st outlet on the NBC networks.

WATL, Atlanta, will join MBS Jan. 21 as a member of the recently formed Mutual Southern Network. It will be the 125th MBS affiliate.

MANY RADIO NOTABLES gathered in Shreveport recently for the dedication of the new 50,000-watt plant of KWKH. Seated (l to r) are J. F. Timlin, Branham Co., Chicago; G. E. Zimmerman, KARK, Little Rock; Jack McCormack, KWKH and KTBS; Harry Stone, WSM, Nashville; Vernon Anderson, WJBO, Baton Rouge. Standing (l to r) are W. M. Witty, RCA, Dallas; Ben S. Fisher, Washington attorney; James Dobbs, Branham Co.; Martin Campbell, WFAA, Dallas; J. H. Connolly, Branham Co.; Bill Barnes, KWKH-KTBS; Harry Flagler, KWKH-KTBS; A. J. Putnam, Branham Co.

Source of Funds Behind Application Of WSAL Is Probed at FCC Hearing

CLIMAXED by conflicting facts in sworn testimony and a widening search into the origin of a $10,000 bank deposit shown to have been made in April, 1937, the hearing on the Oct. 25 order of the FCC to revoke the license of WSAL, Salisbury, Md., ran through its opening stages Dec. 18-21, with Commissioner Thad H. Brown presiding.

The case, as developed by George B. Porter, FCC assistant general counsel, before adjournment to Jan. 3, 1940, presented both admissions and implications of misrepresentations centering chiefly about the original qualifications of the present licensee, Frank M. Stearns, and the source of an item of "$10,000 in cash" represented in the application, which was shown to have been deposited before and withdrawn a few days after the hearing for construction permit on April 26, 1937.

Appearing as witnesses under subpoena of Mr. Porter during the opening days of the hearing were, in addition to Mr. Stearns, Glenn D. Gillett, Washington consulting engineer who, under an agreement with Mr. Stearns, actually provided the funds for construction of the station; James W. Gum, Washington attorney representing Mr. Stearns at the time of the original application and subsequently until several weeks ago; Hymen Tash, accountant who has audited the station's accounts since it started operation, and W. T. Vandoren, vice-president of the Liberty National Bank in Washington.

Assets at Issue

Questioned by Mr. Porter, Mr. Stearns admitted that representations of his financial status made in his application for the station in April, 1937, were not true, and that his true assets, rather than $10,000 in cash, consisted of $340 in joint account with his wife. Where the money alluded to in the application was to or actually did come from he said he did not know. His testimony also included admissions of further "inaccuracies" in other representations of fact in the application.

Mr. Gillett declared he had agreed to finance construction of the station upon being approached by Mr. Stearns some time after the construction permit had been granted. At that time, he said, Mr. Stearns had told him he had no money to build the station. Previously Mr. Gillett had stated that on April 24 he had received from Mr. Gum, as Mr. Stearns' lawyer, and in pursuance of an agreement signed by Mr. Stearns and himself to hold in trust the funds to be used to construct the station, a sum of "$10,000 in cash", which he thereupon deposited in a special account in Liberty National Bank.

On April 28, after the hearing was concluded, he said he returned to Mr. Gum, at his request, the balance of $8,500 of this fund remaining after an intervening loan to Mr. Gum from his own personal funds of $1,500. At that time, Mr. Gillett declared, he received from Mr. Gum a $10,000 demand note and a receipt for $10,000 in cash, both signed by Mr. Stearns. Since then at some time both this note and the receipt had been "lost, mislaid or stolen", and he could not produce it, Mr. Gillett stated.

Mr. Gum emphatically denied any knowledge of the cash transfers mentioned by Mr. Gillett, maintaining that he acted in good faith on Mr. Stearns' representations to him. He declared that he "never doubted" Mr. Stearns' financial qualifications, and at the time of the application and until only recently he had had no reason to believe otherwise. Mr. Gum also denied having caused Mr. Stearns to sign in blank the original application, or to have requested him to sign in blank stock certificates of the station corporation, as alleged by Mr. Stearns.

Bookkeeping Data

Mr. Tash appeared briefly to identify portions of the books of WSAL Inc. containing a breakdown of the construction cost of the station, amounting to more than $18,000, according to Mr. Gillett's testimony. He also described the disposition on the corporate books of the $25,000 mortgage on the station held by Mr. Gillett in payment for the construction costs advanced and his services.

Mr. Vandoren, called by Mr. Porter after the hearing was started, identified original deposit slips and bank ledger sheets corroborating Mr. Gillett's testimony as to bank deposits and withdrawals made by him. In addition he identified certain deposit slips and ledger sheets connected with the account of Mr. Gum at Liberty National Bank.

STUDENT LISTENING SHOWN BY MUTUAL

A SURVEY of collegiate listening to the MBS broadcasts of the 1939 World's Series, conducted by the network's research division and including 2,168 personal interviews with students at six colleges, shows that 72.4% of the students listened to one or more games, and that of those who listened 57.6% knew that the series was sponsored by Gillette Safety Razor Co. The sponsor recall figure was considered very high, as the survey was conducted two to three weeks after the broadcasts, whereas a special CAB study made in seven basic cities the day after each game showed sponsor identification of 71.9%.

Students at Amherst, Mississippi State, New York U, Notre Dame, Princeton and Yale were interviewed, with an even distribution of interviews among the four collegiate classes. College students were chosen because they are interested in athletics and therefore are likely listeners, because they are susceptible to advertising and have a purchasing power considerably higher than the average listener, and because they are just forming their shaving habits.

Survey, which also covered shaving habits of the students, was tabulated under the direction of Wallace A. Walker, MBS statistician.

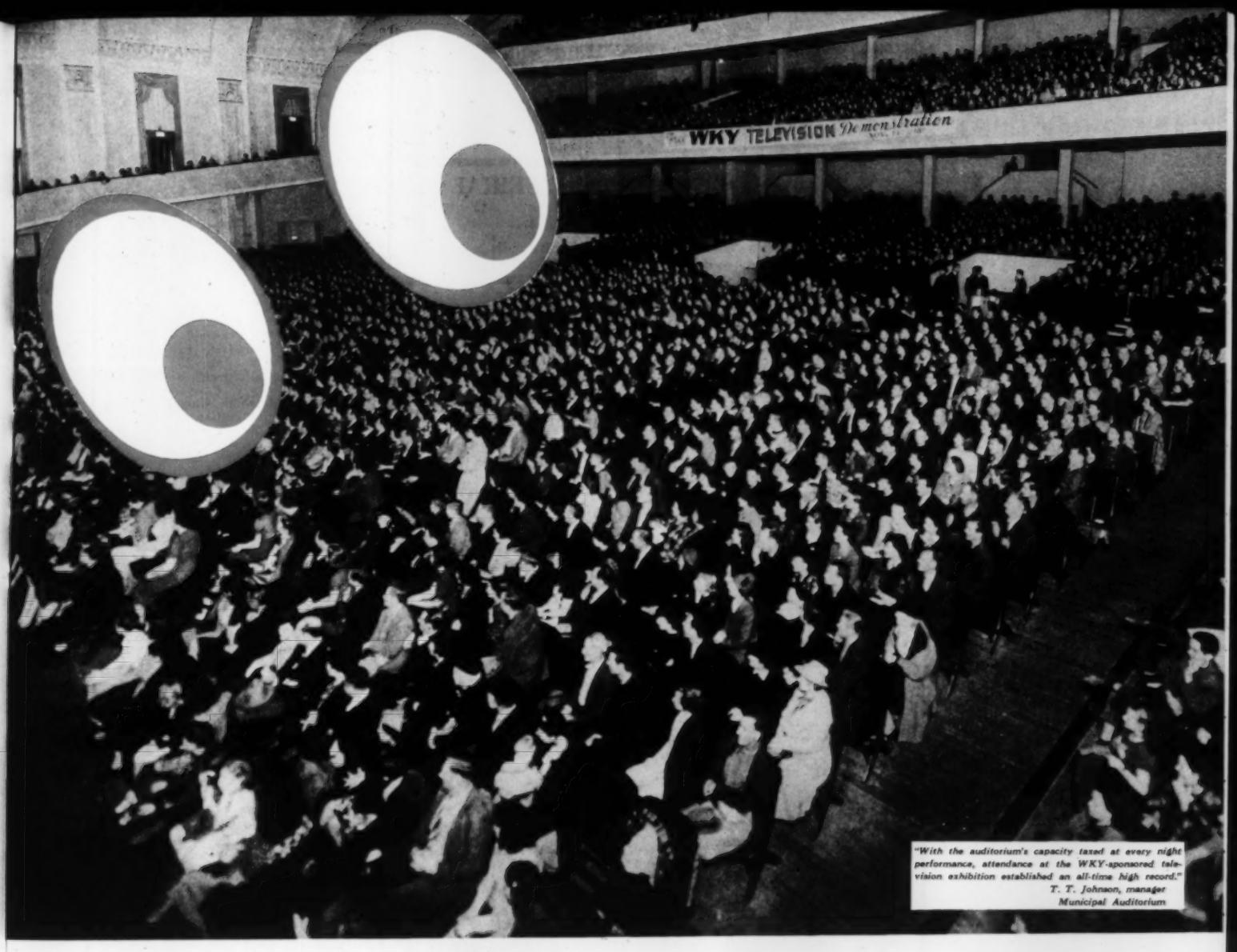
Standard Oil Co. of Ohio Starts News Broadcasts

STANDARD OIL Co. of Ohio, Cleveland, has contracted with WTAM of that city for four newscasts daily for the full year of 1940. largest contract ever signed by the station. Beginning Jan. 1, the *Sohio Reporter* will deliver a five-minute news summary at 7:45 a.m., a ten-minute summary at 1. p.m., another five-minute spot at 6:15 and a final ten minutes at 11 p.m. United Press news will be used, edited and prepared for broadcasting by the station's news staff, headed by Bob Dailey. Albert Orrick of NBC's New York news department has been transferred to Cleveland to augment the regular WTAM staff.

Contract was negotiated by Al Sommers, account executive of McCann-Erickson, Cleveland, agency for the account, and Vernon Pribble, manager of WTAM, with the assistance of A. A. Schechter, NBC director of news and special events. Milton Berg, NBC New York news editor, is in Cleveland for the opening broadcast and will stay for several days.

WJBO, WAPO Improved

WJBO, Baton Rouge, La., on Dec. 22 was authorized by the FCC in a final order to increase its power from 500 to 1,000 watts fulltime on 1120 kc. On the same day the Commission adopted a final order authorizing WAPO, Chattanooga, to change from 100 watts night and 250 day on 1420 kc. to 500 watts night and 1,000 day on 1120 kc.



"With the auditorium's capacity taxed at every night performance, attendance at the WKY-sponsored television exhibition established an all-time high record."
T. T. Johnson, manager
Municipal Auditorium

Have you ever looked 50,000 FACTS *in the face?*

An all-time record attendance of 50,000, proving that **WKY**'s audience is something more than an intangible statistic, jammed Oklahoma City's huge municipal auditorium the week of November 13 last to view the first public demonstration of television in the Southwest.

Here was a flesh-and-blood demonstration of the way **WKY** gets action from its audience . . . the kind of action radio sponsors want. Here were statistics you never find in a column of figures. Here was dramatic evidence of what happens when **WKY** speaks to its listeners.

For radio time buyers who like to look facts in the face herewith is a partial pictorial record of some 50,000 of them in the flesh. Yet this is still but a segment of the great mass of "facts" which listens to **WKY** every day of the year and makes things happen quickly and surely in Oklahoma's retail stores.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER *(Under Affiliated Management)* ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Women's Council To Review Child Programs Formed

Five Groups Represented on New Board of Criticism

FOLLOWING a year of preparatory research and organization, the formation of a Radio Council on Children's Programs "to bring about better children's radio programs," was announced Dec. 18 by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs and head of the Council.

Five organizations compose the Council, of which Mrs. Nathaniel Singer, radio chairman of the United Parents Associations, is executive secretary in charge of activities. These are General Federation of Women's Clubs, United Parents Assns., American Library Assn., New England Colony of Women, and Junior Programs Inc. National headquarters are at 45 Rockefeller Plaza, New York.

Basic Requirements

A list of eight attributes children's radio programs must have in order to be included in the recommended lists which the Council will distribute to members of affiliated organizations also was announced Dec. 18 by Mrs. Milligan at a luncheon meeting in New York, attended by members of the Council, representatives of the NAB and of the three leading networks.

The eight-point formula states that children's programs should: Be entertaining; be dramatic, with reasonable suspense; be expressed in correct English and diction; be of high artistic quality and integrity; appeal to the child's sense of humor; be within the scope of the child's imagination; stress human relations for cooperative living, and, finally, stress intercultural understanding and appreciation. This formula has been accepted by the NAB, according to Mrs. Milligan.

Following the presentation of the formula, members of the Council requested that the broadcasting representatives offer suggestions on how to go about making the Council's program most effective, these suggestions to be voted upon at the Council's next meeting in New York on Jan. 4. Attending the Dec. 18 meeting were: Edward M. Kirby and Paul Peter of the NAB; Margaret Cuthbert, director of women's activities of NBC; Gilson Gray, CBS continuity editor; Dr. A. T. Jerseild, CBS consultant psychologist; Jules Seebach, MBS program director, and members of the Council.

In a statement of policy for the Council, Mrs. Singer said that three principal functions will form the basis of all Council activities: (1) To pre-audition all children's programs proposed for broadcast by networks and stations for purposes of evaluation and criticism; (2) to disseminate continuously information on the best children's radio programs through publication and distribution of approved lists to members of all affiliated groups of the Council, and (3) to bring about more time on the air for programs for children which will measure up to standards of the best in music, art and literature, and stimulate ideals of democracy.

Guestitorial

MORE ON DAYTIME SERIALS

By JOHN F. PATT,
General Manager, WGAR, Cleveland

IT IS IRONICAL to recall that the script serials which now predominate the daytime hours of radio were introduced to enliven the sameness of schedules musically-monotonous in the early days of radio. Then, music followed music throughout the entire daytime schedule—vocalists, quartets, choruses, orchestras—until an enterprising agency introduced a daytime serial story which swung the trend pendulum to the other extreme, and instead of a schedule equably balanced, sprinkled with music and drama, serial followed serial ad infinitum.

A preponderance of music has been succeeded by the equally undesirable preponderance of talk, and for this reason I suggested to other broadcasters affiliated with CBS that an effort be made to emphasize daytime musical programs. This action was not undertaken as a "crusading" gesture, for the idea is not original with me. Many times during the past year I have heard the same reaction expressed by broadcasters and listeners who complain of schedules so completely saturated with serial stories. It was my desire to crystallize this sentiment insofar as CBS programs are concerned, and to offer whatever expression of opinion might result, to the network and agencies.

In suggesting this emphasis on daytime musical programs, it is not my wish to disparage or deprecate daytime serials. The majority of them are excellent and productive of results for advertisers, but by their sheer numbers, their effectiveness might become progressively lessened. Listeners, finding themselves confronted by many consecutive hours of talk, are tuning to the independents where they are more sure of music. Nor does my suggestion imply any less cooperation for script shows, but in the interest of the sponsor and the industry, to bring about a more varied schedule.

We are paying excessive fees to the American Federation of Musicians and ASCAP for staff orchestras and the use of music, without realizing the greatest possible effectiveness from their use. House bands are forced to stand by during the blanketed period of script shows. The encouragement of daytime musical shows will result in an increase in the usefulness of our musicians.

The reaction which I have received to date clearly indicates that broadcasters and the public are interested in seeing a diversification of the entertainment offered during the daytime hours.

I hope this concert of opinion will start the ball rolling.

Any subsequent action must come from the networks, the agencies or organized groups within the industry.

Anthology of Meritorious Broadcasts During the Last Two Years Published

DESTINED to take its place as an annual anthology similar to those of Burns Mantle in the dramatic field and Edward O'Brien in the short story field, is *Best Broadcasts of 1938-39*, a 576-page volume just published by McGraw-Hill Book Co., New York ($3.50). The selections were made and the book was edited by Max Wylie, CBS director of script and continuity. There is a foreword by Neville Miller, president of NAB.

Mr. Wylie

The book brings between two covers for the first time a collection of superior programs, with full text of continuities, representing all the major subdivisions in which the written word and the spoken word are expressed over the air. The editor had complete cooperation of networks and stations in making the compilation. These are his selections:

Best Short Story Adaptation (comedy): *Surprise for the Boys*, by Herbert Lewis, adapted for radio by Victor Smith; heard over WOR and MBS March 6, 1938, produced by WPA Federal Theatre Project.

Best Short Story Adaptation (serious): *A Trip to Czardis*, by Edward Granberry, adapted for radio by Elizbeth and James Hart; produced by *Columbia Workshop*.

Best One-Act Play Adaptation: *Blood of the Martyrs*, by Percival Wilde, based on short story by Stephen Vincent Benet, adapted for radio by Donald Macfarlane; performed Dec. 7, 1938, over WQXR, New York.

Quiz Show Honored

Best Quiz Show: *Information Please;* broadcast of April 14, 1939, on NBC-Blue, published with special permission of Canada Dry Ginger Ale Co. and J. M. Mathes Agency.

Best Human Interest Show: *We the People:* Reconstructions of several broadcasts, reprinted by special permission of Young & Rubicam, on CBS.

Best Variety Show: *The Kate Smith Hour;* Christmas broadcast of Dec. 22, 1938, on CBS, reprinted by special permission of Ted Collins, agent.

Best News Commentary (ad lib): *Czech Crisis*, by H. V. Kaltenborn; report of Sept. 20, 1938, on CBS.

Best News Commentary (prepared): *The Situation in Europe*, by Raymond Gram Swing; broadcast of Oct. 13, 1938, over MBS.

Best News Dramatization: *The March of Time;* broadcast of Sept. 16, 1938, on CBS.

Best Talk: By Jan Masaryk, Czechoslovakian minister to England, Sept. 23, 1938, on CBS.

Best Roundtable Discussion (rehearsed, ad libbed): Crisis in Coal; *Chicago U Roundtable*, broadcast of May 18, 1939, on NBC-Blue.

Best Public Discussion (impromptu): *What Caused the Depression?; Peoples Platform* broadcast of July 27, 1938, on CBS.

Best Public Discussion (prepared): *How Can Government and Business Work Together?; America's Town Meeting of the Air* broadcast of May 30, 1935 on NBC-Blue.

Best Comedy Show: *Town Hall Tonight* with Fred Allen, broadcast of Dec. 7, 1938, on NBC-Red.

Best Horror Show: *The Lighthouse Keepers* by Paul Cloquenin, produced by *Columbia Workshop*, Dec. 12, 1938.

Literature Award

Best English Literature Show: The Story of John Milton; from *Adventures in Reading*, by Helen Walpole and Margaret Leaf; produced on NBC-Blue Jan. 23, 1939.

Best Children's Show (script): The *Nuremburg Stove*, from *Let's Pretend*, by Nila Mack, on CBS.

Best Children's Educational Program: *New Horizons*, by Hans Christian Adamson; broadcast of April 26, 1939, on CBS *American School of the Air*.

Best Children's Show (script and music): *Alice in Wonderland*, from Ireene Wicker's musical play; produced on NBC Jan. 1, 1939.

Best Original Sketch: *The Twilight Shore*, by Milton Geiger; produced March 17, 1938, on *Rudy Vallee Hour* (NBC-Red); also Dec. 14, 1938 on *Texaco Star Theatre* (CBS).

Best Historical Drama: *Peter Stuyvesant*, by Will McMorrow, produced on *Cavalcade of America*, reprinted by permission of E. I. DuPont de Nemours & Co. and BBDO.

Best Melodrama: *The Eddie Doll Case*, by Brice Disque Jr.; from *Gangbusters;* produced on CBS Jan. 18, 1939; reprinted by permission of Colgate-Palmolive-Peet-Co.

Best Dramatic Monologue: *The Steel Worker*, by Arch Oboler.

Best Original Play (commercial): *Expert Opinion*, by True Boardman, from *Silver Theatre*, Oct. 3, 1937 (CBS).

Best Intermission Talk: By Deems Taylor, Philharmonic Society of New York, on CBS Dec. 11, 1938.

Best Spot News Reporting: Squalus disaster, by Jack Knell, of WEEI, Boston, over CBS May 23, 1939.

Best Occupational Show: *Sand Hog*, from *Americans at Work*, by Margaret Lewerth, on CBS.

Best Documentary Show: *No Help Wanted*, by William N. Robinson; produced in New York for British Broadcasting Corp. and broadcast in England from sound film.

Best U. S. Government Show: *We Become a Nation*, from *What Price America*, by Bernard Schoenfeld, U. S. Federal Radio Educational Project, Feb. 11, 1939, on CBS.

Best Verse Experiment: *Seems Radio Is Here to Stay*, by Norwin Corwin; produced on CBS by *Columbia Workshop*, April 24, 1939.

Best Verse Drama: *Air Raid*, by Archibald MacLeish, produced on CBS by *Columbia Workshop*.

Best Classic Play Adaptation: *The Trojan Women*, by Euripides; translated from the Greek by Edith Hamilton, radio adaptation by Harry MacFayden; produced in *Great Plays* series on NBC-Blue, Oct. 16, 1938.

Standard Brands Spots

STANDARD BRANDS, New York, is starting small spot campaigns for two of its products shortly after the first of the year, using two spots weekly on several Southern stations for Fleischmann's Yeast, and five-time-weekly participations in Marjorie Mills' program on the Yankee Network for French's Mustard. No more details of the campaigns could be learned from J. Walter Thompson Co., New York, the agency.

XUM

POWER... where it counts

50,000 WATTS

AT 820 ON THE DIAL

SELLING A

$2,214,269,000

MARKET

BASIC CBS OUTLET

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

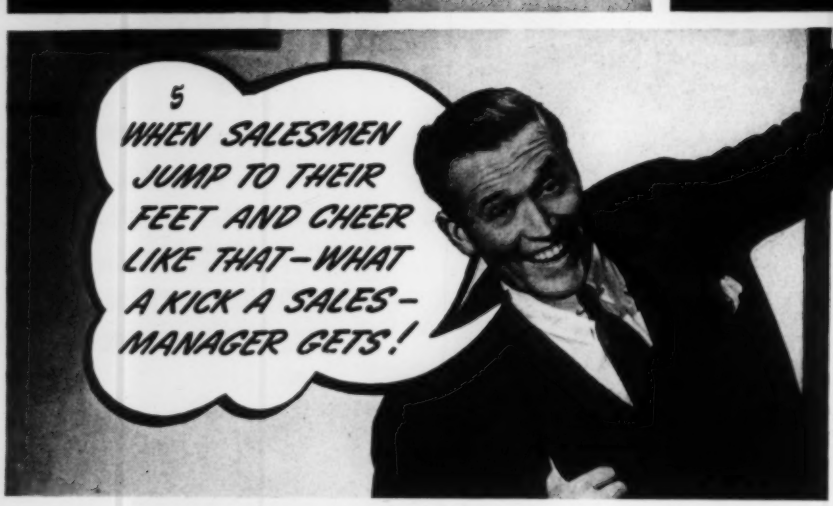
OWNED AND OPERATED BY

The Courier-Journal THE LOUISVILLE TIMES

XUM

WHEN SALESMEN JUMP TO THEIR FEET AND CHEER

3
'THIS YEAR,' I ANNOUNCED, 'IN EVERY MAN'S TERRITORY OUR RADIO IS PLANNED TO FIT LOCAL NEEDS, LOCAL DRIVES, LOCAL APPEALS, LOCAL MERCHANDISING



Everything about SPOT RADIO is bought intentionally!

When you bring your salesmen and dealers into your broadcasting picture with SPOT RADIO, you make them a part of it. Their tingling enthusiasm shows what it means to them when you:

Handpick your stations—network affiliates or independents—one or a hundred—in the markets where you need added pressure, when you need it.

Handpick your time—choose the best available time in each city cross-country to find people at their sets.

Handpick your message—localize your announcements. Gear in your merchandising locally.

Handpick your cost—spend as much or as little as *your* budget indicates.

When salesmen cheer, they sell. When they sell, you can find the cheers in your balance sheet.

For any advertiser or agency executive who wants to see how SPOT RADIO *can meet his individual situation, we shall be very glad to suggest a specially prepared outline.*

ANY TIME ANY LENGTH ANY WHERE

EDWARD PETRY & COMPANY
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO · DETROIT
ST. LOUIS · LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

XUM

Writers to Ballot On Script Rights

Guild in West Seeks to End Speculative Contracts

MEASURES to eliminate the practice of "speculative" writing and the signing away of all rights to story material, have been taken up by Western Division of Radio Writers Guild in its program of correcting alleged industry injustices.

These measures will be discussed and voted upon at a special membership meeting in Hollywood on Jan. 3 when Forrest Barnes, western division president, presides. If adopted as rules and regulations by the Pacific Coast group, the proposed measures will become effective Jan. 15, subject to approval of the National Council of RWG. New York and Chicago units must also vote their approval before the propositions become part of the RWG national constitution.

RWG, it is understood, will not attempt to set a standard scale. It will allow member writers to make their own deals, but under certain general regulations and conditions. The proposed plan is to protect the free lance writer against assigning all his rights away, a condition which now generally prevails among the rank and file radio writers, it was said.

Solicitated Work

RWG, according to Mr. Barnes, does not consider it "speculative" if a writer voluntarily submits a script to an agency, production unit, or station for approval. It does regard it as such, he declared, if the writer is given an assignment to write a certain type of script on "condition of acceptance". RWG claims that thousands of dollars are lost every month by writers who are not paid for "solicitated work".

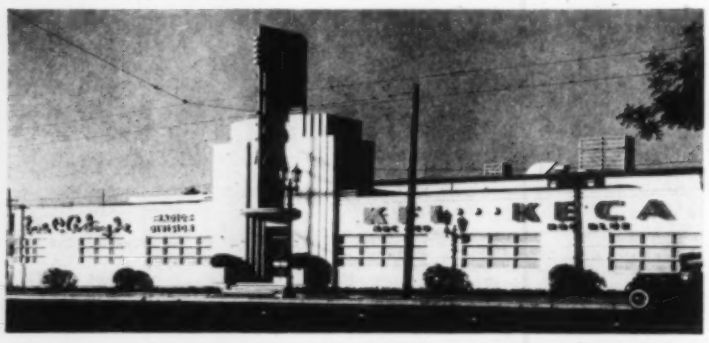
Propositions to be voted upon at the Hollywood meeting are in part as follows:

1. No member of Radio Writers Guild shall write ordered or solicitated synopses, scripts or any written material gratis. He shall be paid upon delivery not less than one-half of the broadcast fee set prior to the writing and mutually agreed to by writer and purchaser, and when any part or all of the script is broadcast, full fee shall be paid. Any member who violates any of the provisions of this section shall be subject to discipline in accordance with the provisions of the constitution of Author's League of America Inc.
2. Members shall not write material gratis for any program on which other talent is paid. Any deviation from this policy shall be presented to the Guild Council for consideration.
3. No member shall enter into any agreement for the sale of other than broadcast rights to radio material, unless such agreement provides for the payment of further consideration for rights other than broadcast rights and is first submitted to and approved by the Regional Council of RWG. Any member who violates any of the provisions of this section shall be subject to discipline in accordance with provisions of the constitution of the Author's League of America Inc.

Crane & Crane Discs

CRANE & CRANE CLOTHES, New York (Mayo and Crane clothes), currently is using 44 stations throughout the East and Midwest for its 24-second and one-minute transcribed announcements, a large increase over the 15 stations first used by the company early in 1939. The transcriptions, featuring novelty jingles, are produced by Walter Patrick Kelly, New York, who also places the account.

NEW KFI-KECA, LOS ANGELES, STUDIOS



COAST COOPERATION
KNX and Newspaper Join In Promotion

FORECASTING increased cooperation between Pacific Coast newspapers and radio, the *Los Angeles Times* and CBS-Hollywood announced on Dec. 20, following their successful joint promotion of the Salvation Army Christmas benefit party, that they would embark on a new cooperative endeavor. Arrangements were made by Donald W. Thornburgh, CBS Pacific Coast vice-president, and Norman Chandler, general manager of the *Times*.

As the first move in that direction, Bill Henry, *Times* columnist, who recently returned from three-month European service as a war correspondent for CBS, on Dec. 23 started a weekly quarter-hour commentary on international, national and local affairs over 14 CBS Pacific Coast stations. The program emanates from KNX, and is being heavily promoted by both the *Times* and network.

The first direct cooperative action between the two was evidenced in September of last year, when the *Times* and KNX began employing one another's facilities for promotional purposes. Since then, the *Times* has promoted its new features and contests with daytime spot announcements. KNX has reciprocated by exploitation of its special events and outstanding sustaining shows with a series of two-column advertisements designed by Robert Wildhack, noted illustrator. Throughout the month-long campaign preceding the Christmas benefit party, the *Times*, which has confined its radio news to logs since 1937, freely used pictures of participating talent and also news stories on the event, playing up the station call letters. KNX in turn gave daily courtesy announcements, practically flooding the air a week prior to the party. In each announcement, the *Times* was mentioned.

Yeastfoam Drive

NORTHWESTERN YEAST Co., Chicago, has appointed Benson & Dall, Chicago agency, to handle its advertising for Yeastfoam tablets which are being distributed through Consolidated Drug Co., Chicago. A radio campaign of quarter-hour programs on an undetermined number of stations will get under way early in January, according to Roland Dooley, radio director of Benson & Dall.

Mike Hollander Dead; Fondren Is Successor

ELMER FONDREN, for the last four years with KGGM, Albuquerque, N. M., has been appointed acting manager of that station to succeed Mike Hollander, who died Dec. 13 at the age of 55 after several operations. Mr. Fondren was formerly with KGNC, Amarillo, and KPDN, Pampa, Tex., where he was also associated with Mr. Hollander. No other staff changes have been made either at KGGM or KVSF, Santa Fe, which is also controlled by A. R. Hebenstreit and which was supervised by Mr. Hollander.

A veteran radio man, Mike Hollander served with various Texas stations before going to Albuquerque in 1935. He was well-known in theatrical circles throughout the Southwest. Born in Cincinnati, he formerly played with the Cincinnati Reds baseball club. He was buried in Amarillo Dec. 16. His wife and son, Mike Jr., survive.

Axton-Fisher Plans

AXTON-FISHER Tobacco Co., Louisville (Twenty Grand cigarettes), has appointed McDougall & Weiss, Chicago agency, to handle its account. For the time being, the account will continue its program on WNEW, New York, and *Captain Herne in the News* on WGN, Chicago, according to agency officials. News programs, sports shows and one-minute dramatized announcements will be used on about 29 major market stations, according to Marvin Mann, time buyer of McDougall & Weiss.

Oxo Buying Spots

OXO Ltd., Boston, on Dec. 18 started Charles Stark's five-minute musical program *Old Fashioned Favorites* six times weekly on WABC, New York, and on Jan. 2 will start five spot announcements weekly on 12 stations in the interest of beef cubes and meat extracts. Platt-Forbes, New York, is agency in charge.

El Paso on MBS

EL PASO COUNTY Board of Development, El Paso, on Jan. 1 is sponsoring a program on 13 MBS stations, 12:30-1 p.m., describing the 1940 Southwestern Sun Carnival, heralding the Coronado Cuarto Centennial. Also featured is a description of "The Sun Parade", which is the climax of the seven-day pageant, before the Sun Bowl football game. Agency is Mithoff & White, El Paso.

KFI-KECA OPERATE IN NEW QUARTERS

KFI-KECA, Los Angeles, owned and operated by Earle C. Anthony Inc., on Dec. 26 moved into its new headquarters at 141 N. Vermont Ave., that city. The structure, formerly owned by Hearst Radio Inc., and occupied by the now non-existent KEHE, has been completely remodeled and a 3,000 square foot addition erected to house the technical, news, continuity, editorial and special events departments. Besides executive offices and four main studios, the new KFI-KECA plant includes an auditorium studio seating 300 persons and a special news broadcast studio. The new wing is built of structural steel so that a second story can be added to house the proposed television division.

The entire facilities, according to Harrison Holliway, general manager, represent a total investment of approximately $450,000. Of this sum, about $50,000 was expended in improvements since Earle C. Anthony Inc. took over control last August when the FCC granted permission to purchase the Hearst Radio Inc. property and facilities. KFI-KECA for the past 17 years were located in the Earle C. Anthony Bldg. at 1000 S. Hope St. To celebrate the move, a one-hour program was to be arranged Dec. 29 over the stations, together with a half-hour salute by the NBC-Blue network of which KECA is the Los Angeles outlet. KFI is the Red network station in Los Angeles.

Among the architectural innovations of the new studios is a color scheme designed by Anthony and Holliway. This color scheme is carried out in both name and painting of the four main studios: "B" for Blue studio; "C" for Coral studio; "D" for Diamond studio and "E" for Emerald studio. As an aid to visitors and uninitiated talent, a series of colored lines runs from the main lobby rotunda to the various studios and are harmoniously arranged along the corridor walls and lead directly to each studio.

Wander to MBS

WANDER Co., Chicago (Ovaltine), on Jan. 22 starts *Carters of Elm Street* and *Orphan Annie* on 85 MBS stations. The former show is being shifted from seven NBC-Red stations and the latter from 17 NBC-Red stations. The five weekly *Carters of Elm Street* will be aired on MBS during a quarter-hour period between one and three p.m., yet unselected. The five-weekly *Orphan Annie* will be aired from 5:45-6 p.m., CST. Both shows will originate at WGN, Chicago. Blackett-Sample-Hummert, Chicago, is agency.

GENERAL FOODS Corp., New York (Grape Nuts), on Dec. 29 broadcast a preview of the new Twentieth-Century Fox film "Swanee River" on the *Kate Smith Hour* on CBS. Featured on the program were the stars of the picture, Don Ameche, Al Jolson and Nancy Kelly, who came to New York for the occasion. Young & Rubicam, New York, has the account.

BERNARDINO MOLINARI, Italian conductor and director of the Augusteo concerts in Rome, on Dec. 23 arrived in New York via the *Conte di Savoia* to conduct the broadcast concerts of the NBC Symphony Orchestra Jan. 6 to Feb. 3.

1940 ADVERTISING SCHEDULE

Publication	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th
BROADCASTING	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

More stations advertise in BROADCASTING Magazine than all other advertising trade publications combined ... the reason, RESULTS!

XUM

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
GATE TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1940, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NORMAN R. GOLDMAN, Advertising Representative

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Editorial ● MAURY LONG, Advertising

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● PAUL BRINES
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

OUR PLATFORM

American radio as free as the press.

Maintenance of a free, competitive system of broadcasting.

Programs providing greatest good for the greatest number.

The right to render public service without undue restraint.

Maintenance of highest moral, social and economic standards.

Stand aloof from political partisanship on the air.

Build radio circulation to saturation in 30,000,000 American homes, with radios in every classroom, office and automobile.

Keep abreast of modern technical developments.

Foster sound and progressive development of commercial television and facsimile.

The Usual 'If'

NO RADIO year ever got away to a better start than 1940. Aided by the all-time records attained in 1939, an examination of business on the books shows a pronounced margin over the same period a year ago.

Normally this pleasing state of industry ledgers would justify utter abandon in estimating the potential 1940 profits. Unfortunately there are some ominous clouds on the horizon, and they aren't entirely war clouds.

Haunting broadcast management are the threats of musician and talent strikes. These spectres have appeared before, and they have been survived. But never before have they appeared so ominous. And as always happens when labor and copyright troubles upset the industry, annoying repercussions are heard in agency and sponsor quarters.

Looking back, the industry can note with satisfaction that 1939 was the best year in radio history; that the summer months are more in demand every year; that daytime hours are attaining similar recognition; that the first war nervousness wore off quickly and advertisers began to buy time as usual, and more so; that in Canada, a country actually at war, the demand for radio time has soared and a further increase of 40 to 50% in 1940 is widely predicted.

It looks like a good year, *If . . .*

The F-M Milestone

RADIO does move! Just a few years ago, engineers were poking about in the ultra-highs, predicting that some day this would become the haven of broadcasting. Today the problem appears to be at hand with all its expected weighty allocation problems, economic as well as technical.

The FCC has scheduled a hearing two months hence to probe the u. h. f. bands and determine whether to open them for regular broadcast service. The hottest development is Prof. E. H. Armstrong's frequency modulation system, which appears to afford almost miraculous fidelity of interference-free reception. But F-M requires more elbow room than the conventional amplitude modulation, now universally used.

For the broadcasting industry, charting off of this new ethereal domain requires serious thought. Tremendous investments in standard broadcast equipment are involved, wholly aside from the public's enormous stake in receivers which will not pick up F-M. Against that must be weighed the demonstrated fact that remarkable improvement in reception would result.

A new milestone for radio is in the offing. The FCC, at the informal engineering hearing Feb. 28, will try to ferret out all possible information. The broadcasting industry and its associated entities should come fully prepared to impart all useful data, economic as well as technical, to insure thorough consideration of the subject. The stakes are big. On the outcome may depend the determination whether the ultra-high frequencies shall be used for regular commercial broadcasting, whether they should be given over to non-broadcast services, or whether there will be a dual system—the present structure in the conventional broadcast band and a parallel or even competitive service in the ultra-highs.

ONE OF THE blessings of 1939—and one we confidently expect to enjoy through 1940—was the complete absence of those phoney "press releases," misrepresentative of both the industry and the body of the FCC, which formerly emanated from the FCC's press room, now happily in competent hands. We have a collection of them in our files, together with a case history of each. In retrospect and for future historians of radio they make interesting reading indeed. Mostly they taught us, and should teach the industry, how unnecessarily supersensitive we all are to the fulminations of those who happen to have ways of bursting into print. Broadcasting enjoys public acceptance so great today, and did then if we only knew it, that it need no longer fear such harmless bleatings so long as it continues to recognize its public service obligations.

New Year's Again

WHEN the last New Year began, the broadcasting industry was in a sweat. The atmosphere was surcharged, mainly because the FCC was still on a rampage. Everybody seemed to have a hangover, pink elephants and all. Yet it was a pretty good year, business-wise.

This Jan. 1, the industry is still in a sweat. Now there looms a threatened strike of union musicians in a few weeks. Now again it is the ASCAP headache, and the matter of phonograph record licenses. The FCC, of course, is still around, but it isn't indulging in the same sort of pyrotechnics as in the past. There isn't so much acrimony toward the industry, nor recrimination, dissension, suspicion and innuendo from within.

Let's take a look at the 1940 picture. Of first importance is preservation of the American System of Broadcasting by private competitive enterprise. The war scourge infests Europe. A "national emergency" can be decreed by the President at any time; as a matter of fact he already has promulgated a proclamation of "limited national emergency". Under Section 606 of the Communications Act he is empowered, with no remedy left the industry, to commandeer all radio. But the President is not expected, under any circumstance, to take such an extreme step. There is reason to believe that even the war plans of this Government do not in any way envisage serious upsetting of broadcast operations.

Next comes consideration of possible additional restraints upon broadcasting. The trend of Government since radio began has been to tighten up. A thousand views have been expressed, and as many are in various stages of consideration. But these are hardly times to experiment with new legislation dealing with a public service with which the public is satisfied. Aside from the war situation, it is a campaign year. Congress is not disposed to stir up the cats any more than necessary while the campaign is under way. Thus the legislative zodiac signifies fair and warmer for radio this session, with perhaps a few squalls accompanied by lots of vocal thunder but no enactment lightning.

The industry's dollar problems—copyright, musicians, phonograph records, labor—are serious and fundamental and must be dealt with promptly and forcefully. They are treated elsewhere in this issue and have been reported in practically all past issues of BROADCASTING.

As the radio chimes ring in '40, there are many intriguing developments ahead. Business looks good because broadcasters, by and large, have learned how to cope with the basic problem of producing good programs while helping industry sell goods. Television, facsimile, frequency modulation, are still shining new vistas of radio service. The new year will see real development, but whether radio will put any or all of them over the top depends upon other non-technical factors—the economic situation, the war effects, and the national election.

It should be a good year, this 1940, though broadcasters are destined to face their usual crisis-a-month. Even though at times it looks like things may go to pot, it always turns out that the boys manage to slide through adversity, and keep smiling, awaiting the next onslaught from the vulture regiment apparently set on picking the broadcasting bones clean.

We Pay Our Respects To —

JAMES DITTO SHOUSE

"IT'S THE TOUGHEST job in radio," they said two years ago when 36-year-old Jimmy Shouse stepped into a pair of over-sized broghans at WLW, Cincinnati. Today they readily admit he has all but performed miracles. So well, indeed, that Powel Crosley Jr. and State and city notables, headed by Gov. John W. Bricker, joined to pay tribute to him Dec. 19 in a magnificent testimonial dinner.

When Jimmy Shouse took over WLW and its then ugly-duckling sister, WSAI, it was up to its ears in litigation. It was the superpower fight which he inherited—a battle of principle and policy as well as watts. He had to dig in on two fronts—Washington and Cincinnati—when either was a full-time assignment. But he dug, and while the Washington salient was a sort of doomed cause, the home front was not only kept intact but actually forged ahead.

Last March they sounded the funeral dirge for WLW's 500,000 watts—the world's first station to use that output. The courts sustained the FCC's edict against power of more than 50,000 watts. In Congress there had been outcries of monopoly and "the curse of bigness." But instead of going into a tailspin, WLW continued its progressive strides and wound up the year with the biggest fourth quarter in dollar volume in the station's history. Jimmy Shouse had his plans all made when the plug was pulled on his so-called "superpower", and after five years of riding the crest of the 500,000-wave, he settled down to the normalcy of 50,000-watt operation.

When Jimmy took over as vice-president of the Crosley Corp. in charge of WLW, WSAI and its other broadcast operations on Nov. 15, 1937, he left a berth as general manager of the CBS-owned 50,000-watt KMOX at St. Louis. If he figured that running a 500,000-watter, plus appurtenances, was just 10 times as tough as that of a 50-kilowatter, he certainly didn't let his friends know it. Cincinnati wasn't foreign to him, because he had gone to school there, and, besides, he was born in nearby Kentucky. Moreover, he had handled the Procter & Gamble business for CBS out of the Chicago office during the years he was crack salesman for that network.

The immediate superpower battle lost, Jimmy's first action was to cut WLW rates voluntarily by 10% from a base of $1,200 to $1,080 per hour. Along with his first assistant, Sales Manager Bob Dunville, he started building from scratch—selling results, service and time rather than lost watts. The formula clicked, and is still clicking. He set out to build an organization surpassing in efficiency and effectiveness. He knew the men he wanted and hired them.

First came Bob Dunville, his power sales manager at KMOX, who was ensconced as general manager of the rather neglected WSAI, then an optional alternate Red-Blue outlet of NBC along with WLW and WCKY. Dewey Long, CBS radio sales representative at Birmingham, followed later as WSAI general manager, when Bob moved next door to join Boss Jimmy as WLW sales manager. George Biggar was brought in from WLS as general program director, primarily to get the *Boone County Jamboree* under way. Walter Callahan became sales service manager. Beulah Strawway came from Kroger Grocery as merchandising director, Bill Oldham as promotion manager, and Cecil Carmichael, with CBS in Cincinnati, first as press relations director and then as Jimmy's assistant.

WLW, of course, tended to dwarf other Crosley broadcast operations. But Jimmy not only found time to give WSAI the needed hypodermic, but also set in motion experimental television, facsimile, shortwave and other operations. WLW's international broadcast unit, the 50,000-watt WLWO, shortly begins commercial operation with its program beamed toward South American markets. Television experimentation goes forward in the Carew Tower, highest structure in the area. A thousand research operations are carried on in the Crosley laboratories under the direction of R. J. Rockwell as technical supervisor, Fritz Leydorf as chief research engineer and Jerry Branch as technical assistant to Shouse.

You would figure that stocky, broad-shouldered, springy-stepping Jimmy Shause had athletic antecedents. Because of his disarming personality and charm, you would immediately spot him as an able and thorough salesman. But you would never guess that he taught school when a stripling of 21. More than that, he taught market research, a hobby which evidences itself in the elaborate survey and merchandising methods employed by the Crosley stations.

The biography of James Ditto Shouse begins in Newcastle, Henry County, Ky. (400 inhabitants), on July 28, 1903. His father, L. D. Shouse, was the city's dentist. He attended elementary school at Bellevue, Ky., and high school at Fort Thomas, just a short haul from Cincinnati. After attending Miami University at Oxford, O., he procured his master's degree in economics at the University of Cincinnati. During that collegiate career, his prowess as an athlete was reflected in his accumulation of some 40 medals for the pole vault and the 100-yard dash and as an amateur pugilist.

At 21, Jimmy Shouse began teaching high school and branched off into market research at Toledo. After an apprenticeship in advertising with *Liberty* Magazine, he took his first fling at radio in 1929, joining the CBS sales staff in Chicago. He handled such early network accounts as Blue Ribbon Malt, Lady Esther, Cream of Wheat, Andrew Jergens, Procter and Gamble, Cudahy Packing Co., Swift, Pennzoil, Studebaker, Union Central Life and Acme Paint. He introduced many of them to radio.

Rounding out his experience, Jimmy resigned the Chicago post in 1936 to join Stack-Goble Adv. Agency as account executive for Swift. A year later he rejoined CBS, but this time as manager of KMOX, in which post he remained until he accepted an offer from Powel Crosley Jr. to become vice-president of the Crosley broadcast operations. His first year with Crosley — 1938 — the broadcasting department enjoyed its biggest volume in history.

Jimmy married his childhood sweetheart, the former Helen Waterfield. They have two daughters, Lucy, 14, and Cynthia, 9. Aside from market research, which he regards as a hobby, he spends his summer weekends cruising a 32-foot Cris Craft, which he owns in partnership with Bob Dunville. He's no slouch at ping-pong either. His clubs are Queen City, Cuvier Press and Variety, and his church, should you ask, Baptist.

Personal NOTES

JOHN A. KENNEDY, operator of the West Virginia Network, who recently acquired 48% interest in WSAZ, Huntington, W. Va., announces that he will be president and general manager of the station, with Edward W. Klein as commercial manager, Fred Burns as program director and Glenn Chase as chief engineer.

DIXON BOARDMAN, director of Gaumont British Picture Corp. of Great Britain, is in America for an indefinite stay on company business and to arrange for the manufacturing operations of American television sets by Gaumont's subsidiary, Baird Television.

OWEN H. BALCH, formerly commercial manager of KCKN, Kansas City, succeeds Merle H. Tucker as general manager of KSAL, Salina, effective Jan. 1.

MAURICE BOYD, NBC manager of New York City spot sales, on Dec. 20 sailed on the *Kungsholm* for a South American vacation, and will return Jan. 5.

WILLIAM DOLPH, manager of WOL, Washington, and Herbert L. Pettey, manager of WHN, New York, and their wives, left by car Dec. 22 for a fishing trip on the St. John's River, Welaka, Fla., and planned to return by Jan. 3.

LLOYD E. YODER, general manager of KOA, Denver, went to San Francisco to officiate at the annual East-West football game staged by the Shriners for its Children's Hospital, on New Year's Day.

GARRY KRIEDT, sales promotion manager at KFRC, San Francisco, is on crutches due to an injured leg suffered when he fell down a ship hatch recently.

CHARLES C. GREEN, former newspaperman and advertising agent, has resigned as director of promotion of the New York World's Fair to become general manager of the Advertising Club of New York. Mr. Green succeeds Tom A. Burke, who has resigned to accept a special assignment with Lowell Thomas.

WILLIAM C. ROUX has rejoined NBC, New York, as assistant director of promotion for the network's m. & o. stations. Formerly with NBC's promotion staff, Roux left in 1937 to become promotion manager of International Radio Sales and later was with CBS, returning to NBC Dec. 20.

WILLIAM EVANS, new to radio, has joined KGB, San Diego, Cal. as account executive.

MELVIN MYER, local sales manager of WFLA, Tampa, Fla., recently married Miss Clarine Drew. Paul Von Coshausen, formerly of WLAK, Lakeland, and WPG, Atlantic City, has joined the WFLA sales staff.

J. FRED HENRY, formerly vice-president and advertising director of Dell Publishing Co. for 11 years, has joined Ziff-Davis Publishing Co., Chicago, as vice-president and a director.

C. G. PHILLIPS, manager of KIDO, Boise, Ida., has been reelected president of the Boise Ad Club for a second term.

DWIGHT MALLON, European correspondent for newspapers and press associations during the last several years, has joined WKRC, Cincinnati, as news editor. Charles V. Lutz and Bill Welch, of the station's news staff, are reporting under Mr. Mallon.

ROBERT H. OWEN, assistant manager of KOA, Denver, again has been appointed an instructor in communications at Denver U.

WILLIAM RYAN, sales manager of KPO-KGO, San Francisco, is the father of a girl born recently, his fourth child.

B. V. HAMMOND, commercial manager of KOCA, Kilgore, Tex., on Dec. 24 married Mary Louise Pryor, formerly secretary at KNET, Palestine, Tex.

XUM

BEHIND the MIKE

ERNEST CHARLES, formerly in charge of the Hollywood office of the American Guild of Musical Artists, has been named temporary executive secretary of the New York office, following the resignation of Leo Fischer. The position will be permanently filled after the first of the year by an executive as yet unnamed. Mr. Fischer's plans have not been revealed.

MURRAY ARNOLD, public relations director and assistant program head of WIP, Philadelphia, has been promoted to program director of the station, replacing James Allan, who resigned to assume a similar position at WFIL, Philadelphia. Allan Fort, WIP announcer, is the father of a boy born Dec. 18.

ADOLPH LEFLER, of the NBC Hollywood traffic division, has been transferred to the transcription service. Harold Haklik, tour guide, has been promoted to the traffic division, taking over Lefler's former post.

LAURENCE DYSART, Arizona educator, has joined KOY, Phoenix, as relief announcer.

WILLIS WERNER, San Diego, Cal. columnist, has started the weekly *Fact-o-graph* program on KGB, that city. He reports on well known personalities and interesting events.

BILL GOODWIN, Hollywood announcer on the NBC *Bob Hope Show*, sponsored by Pepsodent Co., is the father of a girl, born Dec. 20.

RUBYE DOWNS, sales department secretary of NBC-Chicago, has announced her engagement to Bernard Schroeder, consulting engineer.

JOHN K. CHAPEL, formerly of WOW, Omaha, has joined the announcing staff of KSFO, San Francisco.

WILLIAM B. LAUB, on Jan. 15 will resign as chief of the writing staff of Audio Productions, Long Island City, N. Y.

HARRY ROBATOR, formerly of WMAS, Springfield, Mass., has joined the announcing staff of WNBC, New Britain, Conn.

LOU KROECK, KOY, Phoenix, sports commentator, was chosen by the Sun Bowl committee to describe the New Year's Day Sun Bowl football game at El Paso, for release on the Arizona Network.

DR. BYRON B. WILLIAMS, formerly program supervisor of WOSU, Columbus, O., has joined the staff of Town Hall Inc., New York, as educational advisor. Phillip Staley, formerly in sales work, and Page Boyer have joined the WOSU announcing staff.

BOB WEISS, formerly announcer and assistant program director of WWAE, Hammond, Ind., has joined the production staff of KFWB, Hollywood.

ALLAN JACKSON, formerly of WHAS, Louisville, has joined the announcing staff of Texas State Network.

MAURICE ZINN has been added to the writing staff of Edward Sloman Productions. Hollywood radio production unit, and is currently preparing scripts for a new half-hour transcribed show.

JOHN CONRAD, formerly of WIND and NBC in Chicago, has joined the announcing staff of KTSM, El Paso, Tex.

NORMAN BURNETTE, new to radio, is now an announcer for WHBQ, Memphis.

HELEN JANE BEHLKE has been appointed production and program director of the Texas State Network. Miss Behlke worked with NBC and CBS in Chicago and with the World Broadcasting System in New York before coming to Texas in March, 1939, as secretary to Elliott Roosevelt, TSN president. Beginning her radio work when she was a student at the University of Minnesota, Miss Behlke wrote and presented the *Bridge Club of the Air* for two years over WCCO and WTCN.

JAMES ALLEN has been named program director of WFIL, Philadelphia, with Fred Dodge, his predecessor, appointed assistant to General Manager Roger Clipp.

MELBA TOOMBS, recently of Stanford U. has joined the production staff of KFRC, San Francisco.

JOHN BRADSHAW, formerly of WRBL, Columbus, Ga., and Jack Guideveld, formerly with WKZO, Kalamazoo, have joined WCOV, Montgomery, Ala., as announcers.

MARK GOODSON, recent graduate of California U. has been added to the announcing staff of KFRC, San Francisco.

AL SIGL, news commentator on WHEC, Rochester, N. Y., and founder of the Rochester "Blood Donors League," which recently passed the 1,000th free transfusion mark, received tribute recently from the Monroe County Veterans of Foreign Wars as "The County's Most Outstanding Citizen."

FRANK WOODRUFF, formerly J. Walter Thompson Co. Hollywood director of the CBS *Lux Radio Theatre*, who resigned last July to join RKO Radio Pictures, has been given his first film assignment. He will direct production of "Curtain Call" starting Jan. 15.

FLETCHER WILEY, KNX, Hollywood, commentator, was recently presented during a special broadcast with a citation by the Disabled American Veterans of the World War for extraordinary services.

BILL HENRY, *Los Angeles Times* columnist, war correspondent and former sports editor, has inaugurated a weekly quarter-hour news review program, *By the Way*, on CBS Pacific network. Program has the same title as his daily *Los Angeles Times* column.

TULLY CLEMENT, for several years in radio on the West Coast, has joined the announcing staff of WBT, Charlotte, N. C.

BOB LEWIS, formerly of WDGY, Minneapolis, has joined WTAQ, Green Bay, Wis., as chief announcer. David Rhodes, formerly with RKO and Paramount Pictures in Hollywood, has joined the station as chief news announcer, and Elliott Henry, formerly publicity director of Beloit College, Beloit, Wis., has been named publicity director of WTAQ.

KENNETH AITKEN has been appointed production manager of KDB, Santa Barbara, replacing Robert Boyd, who has returned to the engineering department.

EDDIE DAVIS and Matt Brooks, Hollywood and New York gag writers, were scheduled to join the writing staff of the NBC *Tip Top Show* with Joe Penner on Jan. 1.

EMILY KOLLENBORN, new to radio, has joined the audience mail department of KOMO-KJR, Seattle.

TOM PRICHARD, formerly of WSAY, Rochester, N. Y., has joined the announcing staff of WHAM, Rochester.

CARL WIENINGER, of KOA, Denver, wrote the words and music of the new song, "In My Little Flower Garden", now being featured on several network programs.

DON QUINN, Hollywood writer of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (floor wax), has recovered from a serious throat infection.

Meet the LADIES

MARY MASON

SO HOMEY in her manner that she's been dubbed "Cousin Mary" by listeners, Mary Mason is head of women's activities for NBC in Washington. Starting in radio in 1925 at WNAC, Boston, she has since directed women's programs in that city, New York, Hollywood and San Francisco as well as Washington. She particularly likes cooking and is partial to all outdoor activities.

Recently Miss Mason started a new series of monthly open forum broadcasts on homemaking on WMAL, Washington. Titled *Affiliated Wives Inc.*, the new feature is built around a party held in the WMAL studios the second Wednesday of each month, during which the wives pop questions and answers. The formal title of WRC-WMAL Director of Women's Activities was conferred on Miss Mason on Christmas Day.

EARL EBI, formerly of WWJ, Detroit, has joined the production staff of NBC in Chicago, working with Wynn Wright, former WWJ program director, who is now production chief of NBC, Chicago.

ERIC MUNRO, formerly of the county tax office, has joined KTSM, El Paso, Tex., as merchandising manager. Harold Moon has joined the KTSM continuity staff, succeeding Dave Porter, who has accepted appointment in the U. S. Naval Reserve Air Corps and leaves shortly for training in Pensacola, Fla.

RALPH DUFFY, account executive KYA, San Francisco, recently resigned to join the sales staff of Howard Automobile Co.

GORDON R. KERR, formerly of WMCA, New York, has joined the announcing staff of WIS, Columbia, S. C.

NOEL B. GERSON, of the news and publicity department of WGN, Chicago, married Mary Jane Bierman Dec. 21.

JOEY KEARNS, formerly with Bob Crosby's orchestra, has been named musical director of WCAU, Philadelphia, as of Jan. 17, 1940, and will conduct a new 16-piece studio orchestra at the station.

MARY DEVANT has succeeded Martha Dulin as women's commentator on WBT, Charlotte. She has appeared on various Carolina stations as motion picture reviewer, shopping service reviewer and women's news reporter.

JAY FARAGHAN has been named to the regular announcing staff of KYW, Philadelphia.

FRANK GRASSO, musical director of WFLA, Tampa, Fla., is the father of a girl born Dec. 18. Patsy Kent, who handles women's programs on the station, has announced her engagement to Ed Salvatore, connected with Bowey's Inc., Brooklyn, N. Y. Wedding is to be in Florida during January.

JULIE JUNKER, feminine lead of the *Findleyville* dramatic series on WPEN, Philadelphia, early in December was married to Daniel Pratt Mannix III, author.

GLAN T. HEISCH has withdrawn as producer of the NBC *Tip Top Show*, featuring Joe Penner, and returns to full-time duty as program director of KFI-KECA, Los Angeles. Larry Holcomb of Sherman K. Ellis & Co., agency servicing Ward Baking Co., sponsor of the program, has taken over production until a successor to Heisch has been appointed.

TOM McKNIGHT, Hollywood producer of the NBC *Adventures of Sherlock Holmes*, sponsored by Grove Laboratories (Bromo Quinine), has been signed by Warner Bros. to work with Elsa Maxwell in the scripting of her first picture, *How Not To Give a Party*.

JIMMY HAYES, new to radio, has joined KOY, Phoenix, as junior announcer.

H. ARNOLD TIEMANN, traffic manager of WWJ, Detroit, for the last five years, has started a new early morning show, *Happy Highways*, in which he gives road information against a background of piano music. Mabel Munroe, formerly his assistant, has taken over as traffic manager.

BILL TRAUM, on the announcing staff of WROK, Rockford, Ill., for three years before joining WJIM, Lansing, Mich., last September, on Dec. 18 returned to WROK as promotion manager.

NORVIN C. DUNCAN, Jr., formerly production manager of WWNC, Asheville, N. C., has joined WFBC, Greenville, S. C., as publicity director and announcer, succeeding Dan Crosland, now in newspaper work in Columbia, S. C.

TED HUSTON, formerly of WBRY, Waterbury, Conn., has joined WMAS, Springfield, Mass., replacing Stuart Wayne, now with WTHT, Hartford. Harry DeVorken has been named commercial manager of the WBRY New Haven studios, succeeding Ralph Gottlieb, now with WGBI, Scranton, Pa.

LOIS BERG, of the CBS Hollywood script department, has announced her engagement to Robert Johnson, Los Angeles oil executive. Wedding is planned for early summer.

JAN DROHOJOWSKI has resigned from the CBS staff of foreign language broadcasters to join the Polish Embassy in Washington as third ranking officer. He has been appointed counselor of the Embassy in charge of press and emigration matters.

JOHN GROVER, announcer of KPO-KGO, San Francisco, last month exhibited one of his murals at the San Francisco Art Museum. One of his latest wood carving creations will be shown soon.

Dupre Aids Lewis

HENRY DUPRE, special events director of WWL, New Orleans, has been chosen by Sinclair Lewis, famous American novelist, to assist him in the preparation of a new play concerning the life of a career woman in radio. Dupre will assist Mr. Lewis in radio terminology.

HEYWOOD BROUN, newspaper columnist and president of the American Newspaper Guild, died of pneumonia Dec. 18. He was regularly heard on MBS in its *Author! Author!* program. The Dec. 18 program was cancelled in tribute to his memory and replaced with a eulogy by John Chapman, a fellow journalist who appeared each week on the program with Broun.

ON JANUARY 1 Barney Oldfield, *Lincoln Sunday Journal & Star* motion picture columnist, takes to the air for his 563d consecutive broadcast, nightly except Sunday, on KFOR, Lincoln, Neb. For several years Mr. Oldfield has been selected motion picturedom's busiest reviewer—he has clocked about 500 screen classics per year for the last three years. Since starting his radio series, he has appeared for the same sponsor, Lincoln Theaters Corp., which has sponsored the longest period of consecutive theatre time in the history of Lincoln radio.

Western Canada Group Holds Calgary Session

THIRTY-TWO station managers, production managers and commercial managers of the Western Canada stations operated by the Taylor-Pearson-Carson group, held a convention at the Palliser Hotel, Calgary, Alberta, Dec. 15-18, to discuss such mutual problems as handling of news, local talent, better station statistics and data, sales presentations. Presided over by H. R. Carson, CFAC, Calgary, the managers heard talks on a variety of subjects by officials of the Taylor-Pearson-Carson group and All-Canada Radio Facilities, the group's station representatives.

Other subjects included script shows, exchange of program and sales ideas, transcribed spots, exchange of sales reports, planned selling and graphic display, contacting agency men and accounts, World and Thesaurus program services, exhibition plans of the various stations, religious broadcasts, merchandising, chain breaks. Stations represented were CKY, Winnipeg; CKCK, Regina; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CJAT, Trail, B. C.; CKOV, Kelowna. Guy F. Herbert, eastern Canadian representative of All-Canada Radio Facilities, flew from Toronto to attend.

De Sousa New RCA V-P

GEORGE S. DE SOUSA, treasurer of RCA since its formation in 1919, and previously an officer of the Marconi Wireless Telegraph Co. of America, predecessor company to RCA, has been elected vice-president and treasurer of the company.

ARCH OBOLER, NBC producer of dramatic plays, now in Hollywood, has been signed by M-G-M to write a treatment of Francois Crosset's *A Woman's Face*. He continues his radio activities.

JOHN A. SENEFF Jr., 39, counsel for the *Mason City Globe-Gazette* and its station, KGLO. died in Mason City Christmas Eve of a heart attack. He was a member of the Federal Communications Bar Assn.

Frequent Air Traveler

A FREQUENT air traveler, Allen C. Anthony, chief announcer of KWK, St. Louis, finds Monday his busiest day. Commuting by air to his Monday night post as m.c. of *Dr. I. Q.* on NBC-Red, Anthony recently estimated he has traveled 75,000 miles—three times around the world—just getting to and from a job that requires but a half-hour of actual announcing each week. Since last summer, when the show left St. Louis, the company has played 21 weeks in Chicago, 6 weeks in Pittsburgh, 8 weeks in Philadelphia, and now is in Denver—and Anthony makes the trip for each program.

Brockington's Post

LEONARD W. BROCKINGTON, K. C., Winnipeg lawyer who till Oct. 31 had been chairman for three years of the board of governors of the Canadian Broadcasting Corp. has been appointed by Prime Minister W. L. Mackenzie King as "Recorder of Canada's War Effort". Mr. Brockington will be attached to the Prime Minister's office and is "to act in an advisory capacity to the war committee of the cabinet in the recording and interpretation of Canada's war effort; to advise and assist the government in providing accurate and essential information in these respects to the people of Canada and to the government of the United Kingdom, and to assist the Prime Minister in keeping a chronicle and other essential records of the progress of Canada's war effort."

WLW Expands Bookings

WILLIAM (Bill) McCluskey, for the last two years booking representative for the *Renfro Valley Barn Dance* and formerly with the WLS Artists Bureau, Chicago, has been appointed executive of General Program Service Inc., which directs bookings for special appearances of artists of WLW, Cincinnati. James D. Shouse, Crosley vice-president in charge of broadcasting, stated the appointment marks expansion of WLW's talent booking activities, particularly for the *Boone County Jamboree.*

*The only full time station in Ohio's 3rd largest market**

WFMJ

(250 watts)

Youngstown Ohio

*Printers' Ink Market Exploration Bulletin, Sept. 29, 1939

On February 1

. . . . there'll be a new General Manager at

KSFO

SAN FRANCISCO

Columbia's key station for Northern California.

His name is

Lincoln Dellar

He's a San Francisco boy who has made very, very good as General Manager of Columbia-owned

WBT

IN CHARLOTTE, NORTH CAROLINA

Maybe you know him.

KSFO 560 KC

PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

Merchandising & Promotion

Video Explained—Cleveland Methods—Compasses—Beer in Wicker—Mountain Cooperation

TEL-PIC Syndicate, New York, reports the sale of its displays to 24 stations throughout the country. Display, 18 x 28 inches, carries the station's call letters in color at the top, bordered by flashing streaks that simulate radio waves, and at the bottom is a space that the station can use to advertise praticular programs. The main space in the display is occupied by a news picture which is changed daily. Displays are sold on a budget basis, the company states, and many stations are making them self-sustaining by selling space on the display to program sponsors. Stations which have purchased the service include WNBC WMAS WCOP WRNL WTAR WTNJ WPTF WCNC WBIG WDNC WIS WCSC WAIM WAGA WMBR WMBC WSAR KGER WDBO WQAM WFTL KDON WDAE WTAL.

* * *

For Audition Winners

SCHOLARSHIP FUND to offer additional training in dancing, languages and stage work to audition winners on the *Metropolitan Opera Auditions of the Air* program was announced by Mrs. August Belmont, president of the Metropolitan Opera Guild on a mid-December broadcast of the program, sponsored by Sherwin-Williams Co., Clevleand, on NBC-Blue. Selection of the artists, the amount to be allotted and the type of study to be offered will be decided by Edward Johnson, general manager of the Metropolitan.

* * *

Coast Television

DON LEE Broadcasting System, Los Angeles, upon written request, is sending free copies of a script describing methods of television production and the history of the new electronics art on the West Coast. The material, assembled by Thomas Conrad Sawyer, television producer, is of interest to writers, businessmen and school teachers. Don Lee Broadcasting System owns and operates the television station W6XAO, Los Angeles.

Merchandising Story

OUTLINING the stations' merchandising program, WHK-WCLE, Cleveland, has published a ring-bound booklet incorporating, in addition to the 13-step specimen merchandising procedure, a list of current WHK-WCLE advertisers and testimonials of advertisers and agencies. The step-by-step merchandising story, printed on blue-bordered pages, is illustrated with rough pen drawings by Robert Greenberg, merchandising manager of the stations—originally drawn as sketches for use of the illustrator, but so cleverly executed they were finally chosen for the book.

* * *

Free Compass

DURING a recent airing of Joe O'Byrne's *Hunting & Fishing Club* on KYW, Philadelphia, an offer of a free compass was made to all sportsmen requesting one by mail during the next 24-odd hours. Within the time limit, in response to the surprise announcement, more than 2,500 requests were received from 262 towns in six States. The compass is similar to the army military instrument, with a mirror on the reverse side, and is attached to a chain so it may be worn in the breast pocket.

* * *

At Service Stations

TO PROMOTE its weekly half-hour modernized opera program on CBS Pacific Coast network, Union Oil Corp., Los Angeles, has erected huge, three-color posters at more than 1,400 of its service stations. Lithographed in peach, blue and green, the posting couples simple copy theme "Something New in Radio—Thursday, 9:30 p.m. CBS" with an abstracted drawing of a feminine vocalist and microphone.

GIANT postcard was sent to Tom Dailey and his *Korner Kwiz* on KVOO, Tulsa, by fans in Bixby, Okla. The card is 5½ feet long, weighs nine pounds, carries $4.59 in postage, bears signatures of 65 citizens. Dailey is at left with mike at his *Korner Kwiz* sidewalk stand, and Vick (Billy Bumps) White, KVOO page, holds up the card, not at all amazed.

Coastal Cooperation

IN LINE with its reciprocal agreement with two San Francisco newspapers, *Chronicle* and *News* [BROADCASTING, Dec. 1], KPO-KGO last month aided in the promotion over the air of two special events in which the papers were interested. For the *News*, NBC stations promoted the annual City Community Sing on Christmas Eve, sponsored by the newspaper. For the *Chronicle* the KPO-KGO stations are promoting a dramatic program *The City of St. Francis*, an historical play dealing with San Francisco. The program will lead up to the *Chronicle's* 75th anniversary celebration late in January.

* * *

Latin Publicity

SOME 30 papers in Latin America currently publish listings of NBC's international programs, according to P. L. Barbour, in charge of NBC's press relations abroad. NBC publicity has appeared during 1939 in papers in Colombia, Guatemala, Uruguay, Venezuela, Cuba, Puerto Rico, Ecuador, Argentina, Brazil, Costa Rica, Paraguay and Panama, Barbour reports, in addition to European and Asiatic countries, notices being printed in French, German, Italian, Spanish, Danish, Portuguese, Arabic, Hebrew and English.

* * *

St. Louis Champagne

WICKER champagne hampers containing bottles of three leading local beers—Alpen Brau, Griesedieck and Hyde Park—all of which are advertised on the station, were distributed as door prizes by KMOX, St. Louis at the St. Louis Advertising Club's annual Christmas luncheon Dec. 19. Stenciled on the tops of the hampers was "St. Louis Champagne. to help you Keep Merry on Xmas"—working in the station's call letters in the final four words.

* * *

Carnations From Mutual

RADIO editors on New Year's Eve received carnations from MBS, each flower tagged with a notation to wear the flower and to tune in Arthur Godfrey's first MBS broadcast for Carnation Co. at 9 a.m. Jan. 3. Distribution of flowers will be repeated on Jan. 1 and 2 and on the latter date editors will also receive alarm clocks preset for 9 o'clock. Campaign to get these radio columnists to tune in at this early hour is the brainchild of Lester Gottlieb, publicity director of MBS.

* * *

Heard at Office

IN CONNECTION with the recent MBS broadcast of Col. Leonard P. Ayers, authority on economics, WRAL, Raleigh, N. C., furnished radios for the use of local businessmen in their offices during the broadcast. The station sent 55 letters offering to install radios so businessmen could listen. Of the 55 contacted, 26 accepted the offer and returned the postcard enclosed with the letter.

Theatre Tieup

TO PROMOTE and merchandise station clients as well as NBC network advertisers, KOA, Denver, has made a long term tieup with Fox Inter-Mountain Theatres Inc. Screen trailers, featuring KOA talent, and that from network programs, are being shown five times daily in the 12 Denver theatres operated by the chain. No product mention or sponsor names appear on the trailers, but names and pictures of talent, with date of programs, are played up. In addition, occasional trailers appear on the screens of 97 other Fox Inter-Mountain theatres in Colorado, New Mexico, Wyoming, Nebraska, Montana and Utah.

To celebrate and announce the affiliation between the two, KOA talent on Dec. 14 staged special performances at the Denver Theatre, with Lloyd E. Yoder, station manager and Harry Huffman, president of the theatre firm participating. Clarence C. Moore, KOA program director, was emsee. Mr. Huffman, at the inaugural program, stated that "this is a permanent association of friendship between KOA and these theatres which are determined to bring to Denver the best in entertainment and talent".

* * *

Store's Classes

AS PROMOTION for various food sponsored shows, NBC Hollywood press department made a tie-in with Ralph Grocery Co. (chain), and the *Hollywood Citizen-News*, during November and December, whereby network artists appeared at the weekly classes of Ralph's Cooking School as guest entertainers. Stories and photographs on the participating artists were run daily in the news sections of the *Citizen News*. Similar promotion was used in all advertising of the Ralph Grocery Co., which operates a chain of Southern California stores.

* * *

Crisco Offer

CURRENT promotion by Procter & Gamble Co., Cincinnati, through Compton Adv., New York, is a special recipe offer for sure-mix Crisco on the three network programs, *Vic & Sade* on NBC-Red, *This Day Is Ours* on CBS, and *The Right to Happiness* on NBC-Blue. The offer, which distributes to consumers free of charge a Holiday Spice Cake through Crisco dealers, is also promoted on the local stations carrying the following programs through electrical transcriptions: *The Gospel Singer, Vic & Sade, This Day Is Ours, The Goldbergs,* and *The Right to Happiness.*

* * *

Wesson Recipes

WESSON OIL & SNOWDRIFT SALES Corp. is currently offering a free recipe for Wesson Oil Fruit Cake during its weekly dramatic serial *Hawthorne House* on KPO and Pacific Coast NBC Red network. The recipe may be obtained from grocers or the Wesson Oil San Francisco office.

* * *

So

NEW "irregular" publication—half house organ and half fan sheet—titled "So Watt" has been started by WMBS, Uniontown, Pa., in connection with its daily *Musical Clock* program. The four-page tabloid promotes participating sponsors and lampoons talent heard on the program.

NEW YEAR'S BABIES
Esso Marketers Offers Cash For Jan. 1 Arrivals

ESSO MARKETERS, as part of its campaign to launch two new gasolines, is offering bonus savings accounts to parents of children born on New Year's Day on the *Esso Reporter* news programs, heard four times daily on 34 stations. Parents in 18 States from Maine to Louisiana are eligible for the Esso prizes, which include a $5 bank account for one baby born Jan. 1, $100 each for twins, $250 each for triplets, $1,000 each for quadruplets, and $5,000 each for quintuplets, the only stipulation being that the parent must take a copy of the birth certificate to the nearest savings bank.

In addition to promotion of the offer on the news broadcasts, direct mail pieces have been sent to 39,000 physicians, 4,400 bankers and 1,850 hospitals in the 18 States, according to Marschalk & Pratt, New York, the agency in charge of the account, while many of the stations which carry the *Esso Reporter* are conducting special promotion on the campaign. WBZ, Boston, is presenting a special program Jan. 1 featuring the leading hospitals in the Boston area; WGY, Schenectady, is presenting a program with the first baby born Jan. 1, 1939, in the area as guest of honor, and WDRC, Hartford, is offering an additional award to babies with a program featuring all the proud fathers of Jan. 1.

The two new gasolines which the baby prize offer is promoting are Esso regular gas, formerly called Essolene, and a new premium gas, Esso Extra. Affiliate companies which form Esso Marketers are Standard Oil Co. of New Jersey, Standard Oil Co. of Pennsylvania, Standard Oil Co. of Louisiana, and Colonial Beacon Oil Co.

* * *

Pads of Costs

NOVEL promotional idea, designed to call attention to KSTP, St. Paul, and its new 50 kw. transmitter, has been developed by Ray Jenkins, general sales manager. Time cost estimate sheets, with KSTP heading the "station" column, have been printed and are being sent in pads to agencies and time buyers.

BROCHURES

KTUL, Tulsa, Okla.—Eight-page fine paper brochure folded to letter-size, carrying pictures of Tulsa buildings and businesses along with coverage map and market data figures.

NBC—Illustrated color folder promoting Bill Stern's NBC-Blue sports broadcasts, featuring his All-American football team selections.

WCAU, Philadelphia—Two-color folder, "Make Hay While the Sun Rises", built around a survey of Philadelphia early morning listening.

MISSOURI-ILLINOIS Broadcasting System, St. Louis—Colorful promotion brochure presenting coverage map and market analysis data for the two-state hookup, which includes KWK, St. Louis, KWOS, Jefferson City, Mo., WTAX, Springfield, and WSOY, Decatur, Ill.

WOR, Newark—Booklet, "How Christmas Came to Mr. Whittle," telling in whimsical fashion that 135 papers list WOR programs daily in 78 cities in 12 states. Typography, layout and pictures match the mood of the text.

Foreign Language Market

FORJOE & Co., New York, representatives specializing in the foreign language field, has sent timebuyers a report on the foreign language market which points out, among other data, that there are 38,727,593 persons of foreign birth or parentage in the United States, of which 76% live and do business in the key urban areas. There are, according to the report, 6,219,707 U. S. urban-foreign radio families, with an average purchasing power of $2,500 annually. Of the urban-foreign group, which comprises 55% of metropolitan populations, the report states 65% consists of five language groups,—German, Jewish, Italian, Polish and Scandinavian.

Optical Allusion

A COMBINATION letter opener, ruler and magnifying glass has been sent to the trade by WIL, St. Louis, carrying the message "Magnify your sales with WIL".

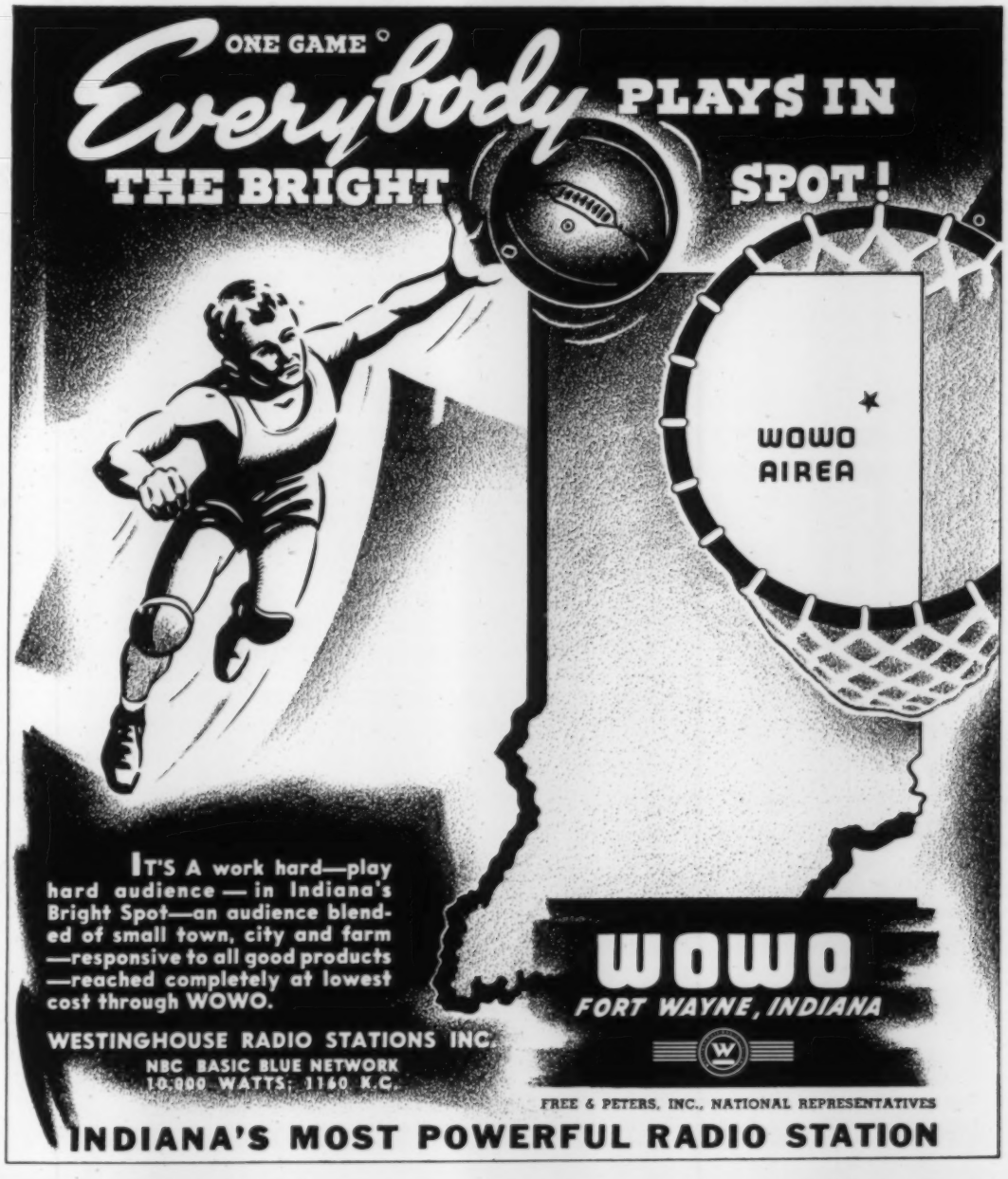
* * *

PEN KNIFE to "knife" sales costs is attached to the latest mailing piece of KSO-KRNT, Des Moines. The sales message on the card relates how this may be done "in the Central Iowa area"—by using the stations to cover the territory.

BOSTON'S Mayor Maurice J. Tobin officiated at the broadcast ceremonies early in December of the sealing of the cornerstone for the new 50,000-watt WBZ transmitter at Hull, Mass. On either side of Hizzoner (center), as he dabs mortar with the trowel, stand D. A. Myer, plant manager of WBZ (left) and John A. Holman, New England general manager of NBC.

Frank Lane Heads Staff Of WSPB in Sarasota

FORMAL dedication of the new WSPB, Sarasota, Fla., local outlet on 1420 kc. authorized last July by the FCC, was scheduled for Jan. 1, although the station began operating Dec. 7. Addresses by State notables were heard from both the studios in Sarasota and Bradenton. The station is managed by Frank S. Lane, former manager of WDOD, Chattanooga. Jack Daub is program director and announcer. Other announcers are Bill Wilson, formerly of WDOD; Fred Reiter, formerly of WICA, Ashtabula, O., and Bill Berry, of Bradenton. The engineering staff includes J. A. Buning, A. L. Austin and Robert Minor. In the commercial department is J. B. Browning, formerly with the *Sarasota Herald Tribune*. The station, owned by a group of Chattanooga businessmen, is RCA equipped with a 175-foot Truscon tower. It is located on Sarasota Bay in its own building of semi-tropical design.


ONE GAME
Everybody PLAYS IN
THE BRIGHT SPOT!
WOWO AIREA
IT'S A work hard—play hard audience — in Indiana's Bright Spot—an audience blended of small town, city and farm —responsive to all good products —reached completely at lowest cost through WOWO.
WESTINGHOUSE RADIO STATIONS INC.
NBC BASIC BLUE NETWORK
10,000 WATTS: 1160 K.C.
WOWO
FORT WAYNE, INDIANA
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
INDIANA'S MOST POWERFUL RADIO STATION

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WRC, WMAL, Washington

Air Conditioning Training Corp., Youngstown, 3 *sp* weekly, thru Weill & Wilkins, N. Y.
Curtis Publishing Co., Philadelphia (*Sat. Eve. Post*), 9 *sa* weekly, 13 weeks, thru BBDO, N. Y.
D. L. Clark Co., Pittsburgh (candy), 3 *sa* weekly, thru Albert P. Hill Co., Pittsburgh.
Metro-Goldwyn-Mayer, New York, 15 *sa*, thru Donahue & Coe, N. Y.
Philadelphia & Reading Coal & Iron Co., Philadelphia (coal), 6 *sa* weekly, thru McKee & Albright, Phila.
Thos. D. Richardson Co., Philadelphia (mints), 3 *sa* weekly, thru N. W. Ayer & Son, Phila.

WFBR, Baltimore

American Oil Co., Baltimore, 4 *sp* daily, thru Joseph Katz Co., N. Y.
Carter Products, New York (Arrid, liver pills), 260 *t*, thru Street & Finney, N. Y.
Ex-Lax Mfg. Co., Brooklyn, 98 *ta*, thru Joseph Katz Co., N. Y.
Hollywood Services Inc., Baltimore (bread), 24 *sa*, thru Richard Foley Adv. Agency, Philadelphia.
Lever Brothers, Cambridge (Spry), 9 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Metro-Goldwyn-Mayer, New York (movies), 6 *ta*, thru Donahue & Coe, N. Y.
Phillips Packing Co., Cambridge, Md. (canned food), 312 *sp*, direct.

WHO, Des Moines

McConnon & Co., Winona, Minn., 2 *sp* weekly, thru McCord Co., Minneapolis.
Paxton & Gallagher Co., Omaha (Butter-Nut coffee), 6 *sp* weekly, thru Buchanan-Thomas Adv., Omaha.
Manhattan Soap Co., New York (Sweetheart), 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Bulova Watch Co., New York, 7 *sa* weekly, thru Biow Co., N. Y.
B. F. Goodrich Co., Akron, 3 *sp* weekly, thru Ruthrauff & Ryan, N. Y.

KSL, Salt Lake City

Colonial Dames Corp., Los Angeles (cosmetics), *sa* series, thru Glasser Adv. Agency, Los Angeles.
Morton Salt Co., Chicago, 3 *sp* weekly, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Kirsten Pipes Co., Seattle, *sa* series, thru Pacific National Adv. Agency, Seattle.
White King Soap Co., Los Angeles, 5 *t* weekly, thru Raymond R. Morgan Co., Los Angeles.

WHK, Cleveland

Ex-Lax Mfg. Co., Brooklyn, 365 *ta*, thru Joseph Katz Co., Baltimore.
M & N Cigar Co., Cleveland (Student Prince cigars), *sa* series, thru Ohio Adv. Agency, Cleveland.
S. E. Nighton Co., Bedford, O. (dog food), *sa* series, thru Gregory & Bolton, Cleveland.
Cleveland Insulation Co., Cleveland (Salsa salt), *sa* series, thru Campbell-Sanford Adv. Co., Cleveland.

KGO, San Francisco

George Haas & Sons, San Francisco (chain candy stores) *sa* series, thru Kelso Norman Org., San Francisco.

WOWO, Fort Wayne, Ind.

Northwestern Yeast Co., Chicago (Maca), 39 *sp*, thru Hays MacFarland & Co., Chicago.
Si-Noze Labs., Chicago (cold remedy), 33 *sa*, thru Neal Adv. Agency, Chicago.
Goodyear Tire & Rubber Co., Akron (tractor tires), 13 *sp*, thru Arthur Kudner, N. Y.
Miles Labs., Elkhart, Ind. (Alka-Seltzer) 5 *sp* weekly, thru Wade Adv. Agency, Chicago.
Feminine Products, New York (Arrid), 3 *sa* weekly, thru Street & Finney, N. Y.

CKGB, Timmins, Ont.

Dominion Stores, Toronto (chain groceterias), *sa* series, thru All-Canada Radio Facilities, Toronto.
Lake of the Woods Milling Co., Montreal (flour), 5 *sa* weekly, thru Vickers & Benson, Montreal.
Bustin Ltd., Toronto (proprietary), 5 *sa* weekly, thru Frontenac Broadcasting, Toronto.
Fred A. L'Allemand & Co., Montreal (yeast), 52 *sa*, thru Stevenson & Scott, Montreal.
Imperial Tobacco Co., Montreal (cigarettes), 5 *t* weekly, thru Whitehall Broadcasting, Montreal.

KPO, San Francisco

Regal Amber Brewing Co., San Francisco, weekly *sp*, thru M. E. Harlan Adv., San Francisco.
Soil-Off Mfg. Co., Glendale, Cal. (Nu-a-gan) 3 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.
Electric Appliance Society of Cal., San Francisco, *sa* series, thru Jean Scott Frickelton, San Francisco.

KNX, Hollywood

Thrifty Drug Stores, Los Angeles (chain), 2 *sp* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
General Foods Corp., New York (Log Cabin syrup), 6 *sp* weekly, thru Benton & Bowles, N. Y.
Lamont, Corliss & Co., New York (Nestle's chocolate), 6 *sp* weekly, thru Cecil & Presbrey, N. Y.

KECA, Los Angeles

Los Angeles Tetco Mfg. Co., Los Angeles (home fire extinguishers) 6 *sp* weekly, thru Carroll Dean Murphy & Co., Chicago.
Union Pacific Stages of California, Los Angeles (transportation), 5 *sp* weekly, thru Beaumont & Hohman, Omaha.

WHN, New York

Hudson Canadian Fur Co., Brooklyn, 12 *sp* weekly, 52 weeks, direct.

KTOK, Oklahoma City

Magnolia Oil Co., Dallas, daily *sp*, direct.

WCHS, Charleston, W. Va.

Monticello Drug Co., Jacksonville, Fla. (666), 1 *sp*, direct.
Brown & Williamson Tobacco Co., Louisville (Bugler), weekly *t*, thru Russell M. Seeds Co., Chicago.
Dr. W. B. Caldwell, Monticello, Ill. (Syrup of Pepsin), 2 daily *ta*, thru Benton & Bowles, Chicago.
Thos. Leeming & Co., New York (Baume Bengue, Pacquin), 2 series of daily *sa*, thru Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem (Top tobacco), daily *sa*, thru Wm. Esty & Co., N. Y.
Old Style Brewing Co., Cincinnati, 4 *sa* daily, thru L. F. McCarthy & Assoc., Cincinnati.
Foley & Co., Chicago (cough syrup), daily *sa*, thru Lauesen & Salomon, Chicago.
White Labs., Newark (Feenamint), daily *sa*, thru Wm. Esty & Co., N.Y.
Stanback Co., Salisbury, N. C. (proprietary), 2 *sa* daily, direct.
Rumford Chemical Works, Rumford, R. I. (baking powder), 2 *sa* daily, thru H. B. Humphreys Co., Boston.
Vick Chemical Co., New York (proprietary), 2 *sa* daily, thru Morse International, N. Y.
Bulova Watch Co., New York, 3 *sa* daily, thru Biow Co., N. Y.
BC Remedy Co., Durham, N. C., daily *sa*, thru Harvey Massengale Co., Atlanta.
Pure Oil Co., Chicago, 2 *sa* weekly, thru Leo Burnett Co., Chicago.
Drake Hotel, Chicago, weekly *sa*, thru Marvin Green, Chicago.

KFI, Los Angeles

Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 3 *sp* weekly, thru Stodel Adv. Co., Los Angeles.
L A Sausage Co., Los Angeles (meat products), 3 *sp* weekly, thru Darwin H. Clark Adv., Los Angeles.
Knapp-Monarch Co., St. Louis (electric shavers), 18 *ta*, thru Cramer-Krasselt Co., Milwaukee.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 22 *sp* and 150 *sa*, thru Robert F. Dennis Adv. Agency, Los Angeles.
Supreme Bakery Co., Los Angeles (Town Talk bread), 5 *sp* weekly, thru W. E. Long Co., Chicago.
Kemp & Lane, LeRoy, N. Y. (orangein powders), weekly *sa*, thru Hughes, Wolff & Co., Rochester, N. Y.

KMPC, Beverly Hills, Cal.

Star Sheen Cosmetic Co., Los Angeles (cosmetics), 5 *sa* weekly, thru Mayers Co., Los Angeles.
Sears Roebuck & Co., Los Angeles (merchandise), 35 *sa* weekly, thru Mayers Co., Los Angeles.

Hang onto your hats boys ——
Here we go again ——

This Space Is Reserved For Montana

60% of the people — 90% of the payroll

Furgason & Walker — Representative

WFAA-WBAP, Dallas-Fort Worth

Lever Bros. Co., Cambridge (Rinso), weekly *t*, thru Ruthrauff & Ryan, N. Y.
Northwestern Yeast Co., Chicago (Maca Yeast), 3 *sp* weekly, thru Hays MacFarland & Co., Chicago.
Fant Milling Co., Sherman, Tex. (Gladiola Flour), 6 *sp* weekly, thru Albert Couchman Adv. Agency, Dallas.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Crane & Crane Clothes, New York (Mayo Clothes), 13 *sa*, thru Walter P. Kelly, N. Y.
Skinner Mfg. Co., Omaha (Raisin Bran & Macaroni), 3 *ta* weekly, thru Ferry-Hanly Co., St. Louis.
Ford Motor Co., Detroit, 3 *ta* weekly, thru McCann-Erickson, N. Y.
Railway Express Agency, New York, 5 *ta* weekly, thru Caples Co., N. Y.
Knapp-Monarch Co., St. Louis (electric shavers), 4 *ta* weekly, thru Cramer-Krasselt Co., Milwaukee.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.
General Mills, Minneapolis (Softasilk Flour), 5 *sa* weekly, thru Blackett-Sample-Hummert, N. Y.
Luden's Inc., Reading, Pa. (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Sioux Honey Assn., Omaha, weekly *sa*, thru Earl Allen Co., Omaha.

WCSH, Portland, Me.

N. E. Pretzel Co., Boston (O-Ke-Doke), 72 *ta*, thru J. Walter Thompson Co., Chicago.
Railway Express Agency, New York, 16 *sa*, thru Caples Co., N. Y.
Stickney & Poor Spice Co., Boston, 10 *sa*, thru Chambers & Wiswell, Boston.
Oxo Ltd., New York (boullion cubes), 122 *ta*, thru Platt-Forbes, N. Y.
Whipple Co., Boston (Grandmother's mincemeat), 14 *sa*, thru Leonard Etherington, Boston.
H. P. Hood & Sons, Boston (ice cream), 13 *sa*, thru Harold Cabot & Co., Boston.
Christmas Club Corp., New York, *t*. thru Brooke, Smith, French & Dorrance, N. Y.
Kemp & Lane, LeRoy, N. Y. (Kemp's balsam, Lane's cold tablets), 26 *ta*, thru Hughes, Wolff & Co., Rochester.
Larus & Bros. Co., Richmond (Edgeworth, Domino), weekly *t*, thru Warwick & Legler, N. Y.
Lever Bros. Co., Cambridge (Spry), 156 *sa*, thru Ruthrauff & Ryan, N. Y.
Standard Brands, New York (Forvitan), 180 *ta*, thru J. Walter Thompson Co., N. Y.
General Foods, New York (Jello), weekly *t*, thru Young & Rubicam, N. Y.

CJLS, Yarmouth

B. Houde Co., Montreal (Comfort tobacco) weekly *t*, thru Whitehall Broadcasting Co., Montreal.
Carter Medicine Co., New York. (liver pills), 5 *ta* weekly, thru Street & Finney, N. Y.
Imperial Tobacco Co., Montreal (Sweet Caporal cigarettes), 5 *t* weekly, thru Whitehall Broadcasting Co., Montreal.
Peoples Linament Co., Brooklyn, (Peoples Linament), 4 *sa* weekly, direct.
Harold F. Ritchie Co., Toronto, (Just-Rite pet foods), weekly *t*, thru United Radio Advertising, Toronto.
Harold F. Ritchie Co., Toronto, (Mason's 49), 2 *t* weekly, thru United Radio Advertising, Toronto.
Tuckett Tobacco Co., Montreal (Wings cigarettes), 24 *ta* weekly, thru MacLaren Adv. Co., Toronto.
Margolians Ltd., Sydney, N. S. (chain clothiers), 24 *sa* weekly, direct.

KHJ, Los Angeles

California Federal Savings & Loan Assn., Los Angeles (savings), 5 *sp* weekly, thru Elwood J. Robinson Adv. Agency, Los Angeles.
Wilshire Oil Co., Los Angeles (Polly Gas), weekly *sp*, thru Dan B. Miner Co., Los Angeles.

Radio Advertisers

GORDON C. COOKE, former vice-president and secretary of the Delaware, Lackawanna & Western Coal Co., New York, sponsor of the MBS program *The Shadow*, has been named president and a director of the company. A. W. Decker, former general Eastern sales agent, succeeds Mr. Cooke as vice-president, and F. O. Parsons has been elected secretary.

FRUIT WINE Co. of America, Brooklyn, on Dec. 26 started a six-times-weekly quarter-hour transcribed musical program on WHN, New York, for its Lady Lynn and Shepard Goldberg wines. The company also sponsors a weekly amateur hour on WMCA, New York, and on Jan. 2 will start six quarter-hours weekly on WHOM, Jersey City. Still a fourth program is contemplated to begin in February. Agency is Alfred J. Silberstein, N. Y.

I. J. FOX Co., New York (furriers), on Dec. 25 sponsored a special half-hour Christmas variety program for its furs on WABC, New York, and WEEI, Boston, placed direct.

LUTHERAN Laymen's League, St. Louis, has placed its 30-minute *Lutheran Hour* on a total of 134 stations. Originated eight years ago on two stations, the program opened its current series in October with 81 stations on a special MBS network. During the first eight weeks of the current 26-week series, the network was enlarged to include 92 stations, and 42 others have been signed up for transcriptions. The League expects to add further outlets before conclusion of the series. Kelly, Stuhlman & Zahrndt, St. Louis, is agency.

PRESS RADIO FEATURES, Chicago program firm, announces the sale of quarter-hour recorded series of *Smilin' Ed McConnell* to WKY, Oklahoma City, under sponsorship of Iowa Soap Co., Burlington, Ia.; WJTN, Jamestown, sponsored by the local Bigelow Department store; WABI, Bangor, Me., sponsored by Gleason & Co., Philco distributors.

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., has renewed for the seventh time *Tillamook Kitchen* on NBC Pacific-Red, starting Jan. 4. Erwin, Wasey & Co., San Francisco, is agency in charge.

PHILLIPS PETROLEUM Co., Bartlesville, Okla., is sponsoring *Today's Events* five times weekly on WTMJ, Milwaukee, starting Jan. 1 for 52 weeks. Agency is Lambert & Feasley, New York.

ED FITZGERALD, conductor of a six-weekly program on WOR, Newark, 2:15-2:30 p.m., on Jan. 15 will start a participating program on WOR available to sponsors 1-1:15 p.m. Programs will be similar to WOR's *Uncle Don*.

Dept. Store Users

LITTLE ROCK'S Main Street is pointing the way to the radio advertising fraternity, so far as department store advertising is concerned. Using KARK, both for institutional and sales purposes, are all of the city's big stores, including the Gus Blass Co., largest in Arkansas, which does a $4,000,000 turnover annually. Devoting big portions of their KARK advertising budgets to radio are also the Pfeifer Bros. Store, Kempner's, M. M. Cohn Co., and Sterling Dept. Store, not to mention a dozen or more smaller merchandisers.

KATZ DRUG Co., Kansas City, on Dec. 25 started the quarter-hour thrice-weekly transcribed series *Adventures of Pinocchio* on KMBC, that city, to promote various features for sale in the store. Other new sponsors of the program, produced by Radio Attractions, New York, include the John Gerber Co., Memphis department store, on WMC, Memphis, and the Dairy Fresh Creamery Co., Minneapolis, on WTCN, through D. S. Manson Adv. Agency, that city. Latest sponsors of *Fu Manchu*, also distributed by Radio Attractions, are the Dodge Dealers of Baltimore on WFBR and the *Columbus Dispatch* on WBNS, Columbus, to promote its "carrier boy" routes.

WALLACE GALLUP, formerly publisher of the *Coronado* (Cal.) *Journal*, has been made assistant advertising manager of Bireley's Inc., Hollywood (beverages).

INDEPENDENT PACKING Co., St. Louis (meats), through Gardner Adv. Co., that city, has purchased 225 quarter-hour episodes of the transcribed mystery serial, *Black Flame of the Amazon*, for release on KWK, St. Louis, and KWOS, Jefferson City, Mo. Series was produced at the Aerogram Studios, Hollywood.

UNION BISCUIT Co., St. Louis (crackers), after a two-month test campaign, has renewed the transcribed family serial, *The In-Laws*, on WREC, Memphis, KWTO, Springfield, Mo., WGBS, Evansville, Ind., and in St. Louis. Written and produced by Hal Berger, the series was cut and sold by Aerogram Corp., Hollywood. Gardner Adv. Co., St. Louis, has the account.

DR. HISS FOOT CLINIC, Los Angeles, on Jan. 1 starts for 52 weeks *Flying Feet*, commentary program, on 2 California Don Lee network stations (KHJ KFRC), Monday and Friday, 11-11:30 a. m. (PST). Agency is Ruth Hamilton Associates, Los Angeles.

GRUEN WATCH Co., Cincinnati, on Jan. 1 renews Todd Hunter's thrice weekly quarter-hour news program on WBBM, Chicago, for an additional 13 weeks. McCann-Erickson, New York, is the agency.

DODDS MEDICINE Co., Toronto (proprietary), has renewed its daily spot announcement campaign on 37 Canadian stations for 1940. A quarter-hour thrice-weekly French show has started on CHRC, Quebec. A. J. Denne Co., Toronto, placed the account.

GRIESEDIECK BROS., St. Louis (beer), on Dec. 26 started *Chestnut 99 Forty-Four*, six nights weekly, 9:30-10:30 p. m., on KXOX, St. Louis. BBDO, St. Louis, is agency.

T. EATON Co., Winnipeg (chain department store), has started the Saturday morning children's show *The Good Deed Club* on CKY, Winnipeg, a program the company has sponsored for some years on CKOC, Hamilton, Ont. The account was placed direct.

AMERICAN CHICLE Co., Long Island City, N. Y., on Jan. 2 renews its program for Chiclets featuring Frank Novak's *Musicreators* on WJZ, New York, Tuesdays, 7:30-8 p. m. The program is rebroadcast via transcription on WBEN, Buffalo, Thursdays at the same time. Badger, Browning & Hersey, New York, is agency.

WESTERN CANADA Flour Mills, Toronto (Purity Flour) adds on Jan. 15 to the *Cavalcade of Drama*, CJLS, Yarmouth, N. S.; CBL, Toronto; CFPL, London, Ont.; CFAR, Flin Flon, Man.; CJOR, Vancouver; making a total of 35 stations carrying the transcribed program. A. McKim Ltd., Toronto, placed the account.

LOS ANGELES TETCO MFG Co., Los Angeles (home fire extinguishers), new to radio, on Dec. 19 started for 13 weeks, sponsoring the five-weekly quarter-hour *Musical Clock* on KECA, that city. Agency is Carroll Dean Murphy & Co., Chicago.

HE SIGNS HIS CHECKS "$ILAS $IMPSON!"

Silas and our other well-to-do hayseeds wield powerful pens!—in bank clearings on personal checks Fargo ranks SECOND nationally for cities of Fargo's size! Obviously, our wholesalers and other suppliers must find sales easy—collections simple and swift.

WDAY is the only NBC affiliate within 190 miles of Fargo. Doesn't this prove an attentive audience?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WBAL means business in Baltimore

AMERICAN JEWISH BROADCASTING Co., New York, program agency, on Dec. 24 started a weekly program titled *American Jewish Hour* for participating sponsorship on WHN, New York, Sundays, 1:30-2:30 p.m. The program, conducted in English, features Jewish swing music and a quiz on Jewish art, history and customs. Sponsors to date are Edelestein's Tuxedo Brand Cheese and B. Manischewitz & Co., New York (matzos). A. B. Landau Co., New York, placed the contract.

WAPLES-PLATTER Co., Fort Worth wholesale grocery firm, is using 300 spot announcements on WBAP, Fort Worth. Evans & Lemay Agency handles the account.

WENE CHICK FARMS, Vineland, N. J. (baby chicks), is participating in sponsorship of *RFD 1020* on KYW, Philadelphia. Agency is Charles Advertising Service, Philadelphia.

Two and a half million people within 150 mile radius of Shreveport eagerly await your advertising messages in 1940 over—

KWKH

SHREVEPORT, LA.

50,000 Watts

A Shreveport Times Station

Represented by
The Branham Company

Renault Drive

L. N. RENAULT & Sons, Egg Harbor, N. J. (domestic wines and pink champagne), has been promoting its products for the past three months with a campaign of spot announcements varying from 5 to 30 weekly in 15 cities. The campaign will be continued next year, according to the company, and additional territories will be included as distribution warrants it. White-Lowell, New York, is agency.

CANADA DRY GINGER ALE, New York, in December added three more Canadian stations to the list of four which have been carrying transcribed versions of the company's NBC-Blue program *Information Please*. New stations are CJOR, Vancouver; CJRC, Winnipeg, and CKCO, Ottawa. NBC Transcription Service produces the discs. J. M. Mathes, New York, is the agency.

MORTEN MILLING Co., Dallas (Cotton White Flour), placing direct, on Dec. 24 started for 52 weeks the weekly half-hour transcribed *Sunday Players* series on WFAA, KPRC and KWKH. South Western Public Service, Amarillo, Tex., on Dec. 24 started sponsoring the series weekly on KGNC and KPDN. Contract is for 52 weeks. Transcribed series was produced by Mertens & Price, Los Angeles.

CHICAGO MOTOR CLUB on Jan. 7 will start the *Show of the Week* on WGN, Chicago, as one of the cooperative sponsors of the MBS program, heard Sundays, 6:30-7 p.m.

MILLER PACKING Co., San Francisco (meat), on Jan. 9 will start weekly sponsorship of *Cook Book Quiz* for 52 weeks on KFRC, San Francisco. Account was placed through Long Adv. Service, San Francisco.

STORIES out of the colorful past of Arizona and the Southwest will continue on KTAR, Phoenix, for the fourth consecutive year under sponsorship of the local First Federal Savings & Loan Assn. The financial firm recently signed its fourth 52-week contract to sponsor the Sunday quarter-hour *Arizona Cavalcade of Builders* on that station. During the last three years the firm has shown phenomenal growth—jumping from assets of $13,135.99 on Oct. 31, 1935, to $2,548,089.17 in December, 1939. Placing his John Henry on the dotted line here is Joseph G. Rice, president of the firm; Elizabeth Toohey, former Arizona State historian and writer of the series, watches (at right) along with C. Austin Nelson, secretary-treasurer of First Federal, and Cecil Jackson, account executive and representative of KTAR (standing l to r).

Peter Paul Placements

PETER PAUL, Naugatuck, Conn., on Dec. 24 started *Gabriel Heatter* in behalf of Mounds candy on WOR, Newark, Sundays, 7:45-8 p.m., and will start participation on *Uncle Don's* program Jan. 8 in the interest of Walnetto candy, Mondays through Fridays, 6-6:30 p.m., with the "dominant" commercial on Tuesday. Platt-Forbes, New York, is the agency.

Basketball Sponsors

FOUR of the five "basketball packages" offered by WOWO-WGL, Fort Wayne, Ind., for the 1939 season were sold during December. Perfection Biscuit Co. will sponsor broadcasts of the Allen County and State sectional tournament at Fort Wayne; Peter Eckrich & Sons Packing Co., the State final and semi-final tournaments, the former at Indianapolis and the latter at Muncie. Johnny Hackett and Neil Searles will handle all the broadcasts.

HARLAN WARE has written a new juvenile serial, *The Story of Bud Barton*, which started Dec. 25 on NBC-Blue, Mondays through Fridays, 5:30-5:45 p. m. (EST), originating in the Chicago studios.

LOCAL SPONSORSHIP OF BREAKFAST CLUB

DEPARTING from its former policy, NBC has announced that its *NBC Breakfast Club* is now offered to Blue network stations for local sponsorship on a 15-minute package basis. Originating in Chicago, the series has been sustaining since 1932. Cost of *Breakfast Club* to local stations will be one-quarter of the station's gross evening card rate for a period of equal length as shown in NBC Rate Card No. 26. Frequency or quantity discounts will not apply. By Dec. 30, thirty Blue stations had signed to offer the program for local sponsorship.

According to William S. Hedges, NBC vice-president in charge of the stations department, "it is primarily an experiment, but we feel sure of its success because of the excellent response we have had from local stations, even though the plan was submitted to them only a few weeks ago. The value of this program lies in the fact that it hands stations throughout the country a program of network calibre which they can offer to local merchants at remarkably low cost. In the five years the program has been on the air, it has jumped from 26th place among the 130 ranked by listeners in 1934 to the sixth most popular variety show on the air, day or night, in 1939."

John H. Norton Jr., assistant to the vice-president in charge of stations, has been appointed coordinator of the *Breakfast Club* sponsorship plan and will clear details.

Under the plan, local stations may sell 15, 30, 45 or 60 minutes a day in whatever weekly frequency may be desired. Stations are given a concession in that they may group periods on any one day in order to secure better rates. Thus, two succeeding 15-minute periods could be sold locally and NBC would base its charge on the half-hour evening rate instead of the 15-minute rate. The plan does not extend to other NBC sustaining programs.

A
Happy
New Year
to Everyone

. . . we're happy, too!
For you have made
WSAI's past year of 1939
the most prosperous in our history.

*WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES
New York -- Chicago -- Los Angeles -- San Francisco

Sends Sales UP in the Knoxville Market!
WNOX
SCRIPPS-HOWARD RADIO, INC.
5000 W. DAY
1000 W. NIGHT
Represented by
The Branham Company
CBS 1010 KC

TRANSCRIPTIONS

CARL HAVERLIN recently resigned as general manager of Davis & Schwegler, Los Angeles music publishers and tax free transcription library service. He is now in Chicago on personal business.

BETTER TO describe the functions of the NBC Transcription Service, Niles Trammell, NBC executive vice-president, has issued an order changing the name of the department to NBC Radio-Recording Division.

TED N. TURNER, well known in national radio and advertising, has been appointed manager of Radio Newsreel Productions, Hollywood production and transcription concern owned and operated by Victor Dalton, who also controls KMTR, that city. He was formerly commercial manager of Davis & Schwegler, Los Angeles music publishing firm and tax-free transcription library service. Prior to that, he was for three years associated with Walter Biddick Co., Los Angeles, as manager of the radio programs division. At one time he was an executive of the now defunct Freeman Lang Studios, Hollywood.

TRANSCRIBED RADIO SHOWS Inc., New York, has announced Jan. 1 as the planned release date for the new *Salute to Song* quarter-hour transcribed series dramatizing stories inspired by familiar melodies.

AIR-SHOWS Inc., new Hollywood production unit, specializing in film names for transcribed and live talent shows produced under its direction, has been established at 8511 Sunset Blvd., that city. Hugh (Bud) Ernst Jr., formerly production manager of KMTR, Hollywood, is president. He is also production supervisor. Branch offices have been established at 114 E. 57th St., New York, and at 28 E. Jackson Blvd., Chicago. Firm started operating four months ago as the Transcontinental Broadcasting System, but sold that name to the Elliott Roosevelt group.

COMBINED offices of Charles Michelson Electrical Transcriptions and Speedy-Q Sound Effects will be located after Jan. 1 at 67 West 44th St., New York. The telephone number, Murray Hill 2-3376, remains the same. The Michelson offices are the Eastern headquarters for Earnshaw Radio Productions, Speedy-Q Porto-Playback Co., Walter Biddick Co. and several West Coast transcription firms.

Campana's Ten Radio Years

(*Continued from page 20*)

was broadcast 26 weeks or more each year until 1939. It will start again Jan. 7 on 30 CBS stations to introduce the new Campana Hand Cream.

Up through the years, several offers have been made on Campana's shows and listeners have responded whole-heartedly, according to Mr. Wallace. Several years ago, Campana pioneered the offer field with an Italian Balm dispenser. Dispensers were offered on *First Nighter* in exchange for a carton top and a coin. No dispensers were distributed at that time at retail stores and listeners could get them only by writing. Commercial copy used on the show was slanted to educate listeners in the use of the Italian Balm type of lotion. The copy stressed the point "Italian Balm works best when just a little is used". The demand for dispensers grew so rapidly that Campana placed a value of 75c on each dispenser, offered them in retail stores with a 60c bottle of Italian Balm, both for 69c. This offer was made by Campana as late as January of 1938 and the firm estimates that three million Italian Balm dispensers are in use in America today.

Other Offers

Free samples of Campana products have been and are offered from time to time as audience testers. For instance, when *First Nighter* was shifted to CBS in September, 1938, a free offer of Italian Balm samples brought the largest return of any Campana sample offer, according to the agency. In 1936, a successful offer made by the sponsor was an initialed suede shopping bag. The sponsor made a 30-day offer of a book titled *Discover Your Personality* in 1937 in exchange for a dime and a box top. Successful with this offer in 1938 Campana announced the same book with commercial credits written around voluntary testimonials from various employment agencies on the book's effectiveness.

A merchandising tie-in widely promoted by Campana is the "gift package". Each year the firm offers its products wrapped for Christmas in a colorful sleeve-package. This merchandising practice was started about 1933. During 1933 Campana brought out a new skin invigorator and ran a $15,000 prize contest for a name. To enter the contest listeners had to buy a bottle of the new product which was packaged in a plain carton on which they wrote their product name suggestions. Weekly winners were announced on both *First Nighter* and *Grand Hotel*, and a $3,000 grand prize was awarded Jan. 7, 1934. This contest proved extremely popular and opened national distribution for the product. The winning name was Dreskin.

Merchandising Success

Should you ask Mr. Wallace how effectively individual stations have merchandised Campana's programs he will show you stacks of newspaper publicity, courtesy announcement records, guest star interview schedules. "The effective merchandising cooperation afforded by the various stations of the networks is one very good reason why Campana continues to spend the largest percentage of its advertising appropriation for radio," he concludes.

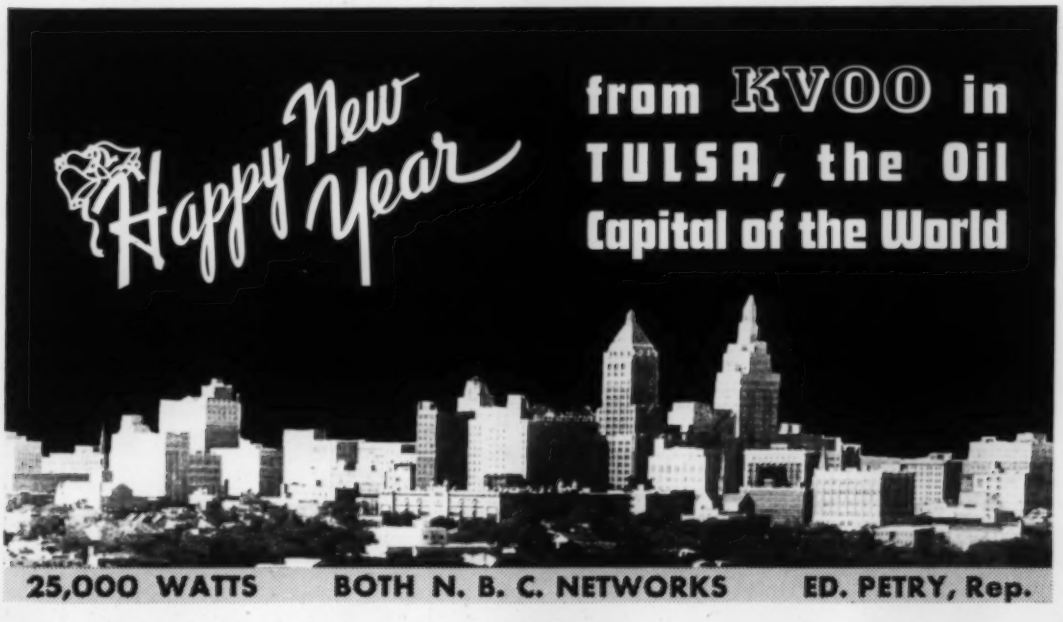
Fairmont Nights

ONLY station in a community of its size ever to go on a 24-hour basis, is WMMN, Fairmont, W. Va., which inaugurated its around-the-clock service Dec. 20—just about 11 years from the day it started operating, Dec. 22, 1929. Midnight to 6 a. m. program is titled *Night Owls*, consisting largely of recordings, news flashes, weather reports, emergency calls, etc. Bob Kent and Herb Goddard will do the all-night stint.

Australian Record Co. Names Directing Board

AUSTRALIAN RECORD Co. Pty. Ltd., Sydney, has been completely reorganized with a reconstituted directing board of five persons. F. W. W. Daniell, one-time executive director of Macquarie Network, has been elected chairman with a board including Murray H. Stevenson, chief engineer of 2UE; Oswald Anderson, general manager of 2UE; H. G. Horner, acting general manager of Macquarie Network and Charles H. Gendle, technical director of ARC. James Royce, new commercial manager, will direct administration and production. He will also supervise overseas work.

British Australian Programs Pty. Ltd., Sydney, has appointed Gordon Marsh, managing director of 3UZ, Melbourne, as general sales manager. While preserving its own identity, BAP will work closely with ARC in production. It will also act as sales agent for its own and ARC transcriptions to independent stations, while Macquarie does the same for the network. George Matthews continues as managing director of BAP. Dr. Ralph L. Power, Los Angeles, for several years resident buyer of scripts and transcriptions for Macquarie and its predecessors in the United States, continues in that capacity, but broadens his activity to center from Australian Record Co. and includes its several affiliates and associates, including BAP, Kayem, 2UE, 2GB and others. He will also supervise the American sales of both Macquarie and BAP transcriptions which are in charge of Jack Arthur, New York.



WE'RE NOT TRYING TO PLEASE CRANKS (Ky.)!

If you're trying to reach the pocket-book power of Cranks (Ky.), don't give *us* your advertising! It's doubtful that we could contact the folks in this tiny town. . . . But the rich Trading Area around Louisville, which WAVE *does* cover, has a *million* buyers who are responsible for *twice* as much buying as all the rest of the State, combined! And we are their EXCLUSIVE source of N.B.C. entertainment for 100 miles! How about writing for the whole story?

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC., REPRESENTATIVES

Agencies

McCANN-ERICKSON, Chicago, announces the following personnel changes: G. Victor Lowries has been appointed director of media and markets to direct time and space buying. John H. Jameson, director of copy of the Chicago office, has been elected vice-president of the agency. E. H. Benedict has been promoted to manager of media. C. J. Perrizo, formerly of the advertising department of U. S. Gypsum Co., Chicago, has joined the agency as an assistant in the automotive group.

FRANK R. STEEL & ASSOCIATES, Chicago, has opened offices at 360 N. Michigan Ave., phone, State 3188. Bernard E. Steinman, formerly of Lord & Thomas, Chicago, and more recently of Kirtland-Engel Co., has been named space buyer.

CARLETON L. SPIER, Fred B. Manchee and Leslie S. Pearl have been elected vice-presidents of BBDO, New York.

MILDRED ELM, of the radio department of Schwimmer & Scott, Chicago agency, was married Dec. 23 to Henry Rosendahl, writer.

AVAILABLE for SPONSORSHIP

RAYMOND TOMPKINS

Top Flight Commentator

7:30 P. M.— Mon., Wed. & Fri.

A popular program with an enthusiastic following. Talent cost: $100 (net) weekly.

WFBR

BALTIMORE, MD.

GOING over a script for Union Oil Co.'s current radio show, *Union Oil Program*, heard Thursday evenings on the CBS Pacific Coast hookup, are Tom McAvity, Lord & Thomas producer in charge, Dave Taylor, director, and Jon Slott, writer. The program features condensed versions of the world's outstanding operatic works.

LOUIS J. S. MOORE, former promotion manager of the *New York Journal-American* and previously in charge of the New York office of Vanderbie & Rubins, has been named vice-president in charge of station relations of Gellatly Inc., New York.

WILLIAM A. SCHAUTZ Adv. Agency, formerly headquartered in Scranton, Pa., has moved its offices to the Park-Lexington Bldg., 247 Park Ave., New York.

SAVINGTON CRAMPTON, formerly on the editorial staff of *Fortune* Magazine and previously radio director of Wm. Esty & Co., New York, has joined Ferry-Hanly Co., New York, as vice-president and copy chief.

HARRY DODSWORTH, formerly of J. Stirling Getchell, New York, has joined Austin & Spector, New York, as director of the plans department and copy chief. The company recently added Robert Ewart and James Lehman to its research department, and also has appointed Philip Kaplan assistant production manager.

Radio Xmas 'Card'

BEST Christmas stunt in Chicago radio was pulled by Jack Laemmar, of the radio time department of Blackett-Sample-Hummert. Jack bought a spot on WIND the evening of Dec. 24, and took the air personally to wish all his friends a Merry Christmas. He mailed cards to his friends telling time and station.

MILTON FEINBERG, who formerly headed his own Philadelphia agency, has established the Feinberg Adv. Agency, at 745 S. Normandie Ave., Los Angeles.

ROBERT E. EDDY, formerly production manager and art director of Richard T. Clarke Co., Beverly Hills, Cal., now out of business, has joined the Los Angeles office of Gerth-Knollin Adv. Agency, in a similar capacity.

MILTON WEINBERG Adv. Co., Los Angeles, headed by Milton and Bernard Weinberg, gave all employes a 7% bonus of their year's salary as Christmas gifts.

METROPOLITAN ADV. Co., New York, has created an export advertising division under the supervision of Harry L. Kopin, formerly of the Export Adv. Agency, Chicago and New York.

FISCHER-WILLIAMS Adv. Co., new advertising agency, has been formed by Jack Fischer and Samuel Williams with offices at 19 West 34th St., New York. Telephone is Chickering 4-0104.

THURSTON G. McGUFFICK, space buyer and media analyst of McCann-Erickson, Inc., San Francisco, recently resigned to join Pacific Outdoor Adv. Co., Los Angeles. John A. Nelson, with the agency for the past ten years, has succeeded McGuffick. He will be assisted by Phipps Rasmussen on spot radio.

Enter here and enjoy the benefits of one of Philadelphia's most popular shows. And to reach our vast foreign language markets of ITALIAN - JEWISH - POLISH, there are also programs of proven sales appeal. A campaign in any or all languages will quickly convince you that it pays to buy our Tested Shows!

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

SOME MARKETS STILL OPEN

SMILIN' ED McCONNELL

IN

HYMN TIME

Now 88 Transcribed Programs Supplied by

PRESS-RADIO FEATURES, INC.

360 N. Michigan Avenue, Chicago

Reps

VIRGIL REITER, Chicago representative of WCAU, Philadelphia, will continue to represent the station following the recent dissolution of Reiter-Spadea. Joe Spadea has joined the advertising department of *You*, a fashion magazine in New York. His brother, James V. Spadea, is publisher. Joe Spadea was formerly head of the Detroit office of Edward Petry & Co. Mr. Reiter continues his Chicago office at 410 N. Michigan Ave.

REG BEATTIE of the *Timmins Daily Press*, Timmins, Ont., effective Jan. 1, 1940, will be manager of the Toronto office of Northern Broadcasting & Publishing Ltd., representing CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.

CJLS, Yarmouth, N. S., has appointed Dominion Broadcasting Co., Toronto, its exclusive Ontario representatives, effective immediately.

L. Stewart Wells

L. STEWART WELLS, 54, copywriter for Geyer, Cornell & Newell, New York, identified with the agency's radio accounts, died at his home Dec. 22. A graduate of Princeton U, Mr. Wells was at one time an editor of *Outdoor Life* magazine, and subsequently was associated with Proctor Collier Co. and Ralph H. Jones Co., Cincinnati, BBDO and Erwin, Wasey Co., in their New York offices. He was with the CBS sales promotion department before joining Geyer. He is survived by his wife, and a son and daughter.

Garfinkel Expands

SIDNEY GARFINKEL Adv. Agency, San Francisco, has opened Los Angeles offices at 416 W. Eighth St., with Donald A. Breyer in charge as managing partner. Breyer was previously with the agency, and since January, 1937, has been advertising and sales promotion manager of C. H. Baker Co., San Francisco (shoe stores). The account will continue to be serviced by the agency.

Form New Agency

NEW advertising agency, Reade, Obler & Daniels, has been formed at 701 Seventh Ave., New York, by Walter Reade Jr., Henry Daniels, Jr., and Leonard Obler. Telephone is Medallion 3-1232. Radio accounts will be handled by Bobby Sanford.

Voices Inc., New Firm

VOICES Inc. has been formed with offices in the RCA Building, New York, as a combined publicity organization, production agency and service for artists. Telephone is Circle 5-7270. The new company will furnish publicity information service for the trade papers, talent buyers and agencies, will supply 24-hour telephone service for announcers and other talent and later in 1940 will go into the production of programs. Personnel consists of William J. Bailey, formerly an NBC announcer, as president; Fred Coll, in charge of publicity for WHOM, Jersey City, N. J., and for the Penn Tobacco Co. program on CBS *Vox Pop*, as vice-president; Miss Lee Williams, formerly in charge of women's programs at WJIM, Lansing, Mich., and George B. McCoy, formerly of Publicity Associates and in charge of street interview programs for WHOM.

AMES-HARD Co., San Francisco agency, has opened Los Angeles offices at 426 S. Hill St., with Harold W. Cheshire in charge.

HOBBY of Walter P. Burn, ex-regular Army officer and head of the New York research organization bearing his name, is wangling plain and ribald ditties on his accordion. It is his relaxation, he says. Though not ready for radio appearances, he does pretty well at American Legion parties and private gatherings. Right now Walter is busy revising and bringing up-to-date the outline map of U. S. and Canadian broadcasting stations, which will be distributed with the 1940 BROADCASTING *Yearbook*. [Editor's Note: We like hobby pictures. Do you have one?]

KSFO-KROW Shifts

PHILIP G. LASKY, veteran radio executive who for the last five years has managed KSFO, San Francisco, after ten years as manager of KDYL, Salt Lake City, will retire from KSFO Feb. 1 to devote full time to the management of KROW, Oakland, Cal. Mr. Lasky is associated with Wesley I. Dumm, owner of KSFO, in the ownership of KROW, which they purchased last September. He has been managing both stations since then, but now plans to devote all time to the station in which he has a substantial interest. Lincoln Dellar, now manager of WBT, Charlotte, will take over the KSFO post Feb. 1.

Agency-AFRA Agree

GLASSER ADV. AGENCY, Los Angeles, has been taken off the unfair list of AFRA, upon satisfactorily adjusting its difficulties. Specific charges against the agency involved the making of transcriptions for commercial auditions for a fee to the artists less than the minimum prescribed by AFRA for such purposes. The scale rate has now been straightened out, with the agency paying the balance due the artists.

NEWS!

Serving listeners with six daily newscasts, supplied by seven world-wide news-gathering agencies.

CJOR

Vancouver, B. C.

National Representatives:
Joseph Hershey McGillvra

McCLATCHY BOOSTS AWARDED BY FCC

TWO stations of the McClatchy newspaper group on Dec. 21 were authorized by the FCC to improve their facilities by changing frequencies and increasing their powers, KOH, Reno, was changed from 500 watts on 1380 kc. to 1,000 watts on 60 kc., operating fulltime with directional antenna at night. KERN, Bakersfield, Cal., was shifted from 100 watts on 1370 kc. to 1,000 watts on 1380 kc. Both stations will change their transmitter sites and install new equipment.

In announcing proposed findings on these applications last Oct. 19, the FCC tentatively denied both applications on the grounds that the proposed new facility for KOH would cut down the range of KFI, Los Angeles, operating on 640 kc. It was decided, however, that KOH, being the only station in Nevada rendering primary service to Reno and surrounding area, warranted the decision that "additional benefits to the public outweigh the detriments resulting."

In the case of KERN, its shift to the old wavelength of KOH was conditional upon granting of the KOH application. KOH will shift from CBS to NBC Jan. 1.

Holer-in-One

SO MILD was mid-December in Minneapolis that golfers crowded the fairways. Russell Woodward, sales manager of the New York office of Free & Peters, outdid the unexpected when he made a hole-in-one Dec. 11 at the Minneapolis Country Club. Witnesses to the short iron shot that plunked into the cup were P. J. (Phil) Meyer, chief owner of KFYR, Bismarck, and Clarence T. (Swanee) Hagman, general manager of WTCN, Minneapolis.

AGENCY *Appointments*

SUPREME WINE Co., Boston, to Harry M. Frost Agency, Boston. Uses spot radio and other media.

LOVELL MFG. Co., Erie, Pa. (pressure wringers), to BBDO, Buffalo, N. Y.

MINNESOTA STATE TOURIST BUREAU to BBDO, Minneapolis.

K-O-KOL Co., Glendale, Cal. (proprietary), to Fred A. Lenfestey Co., Los Angeles. Radio included.

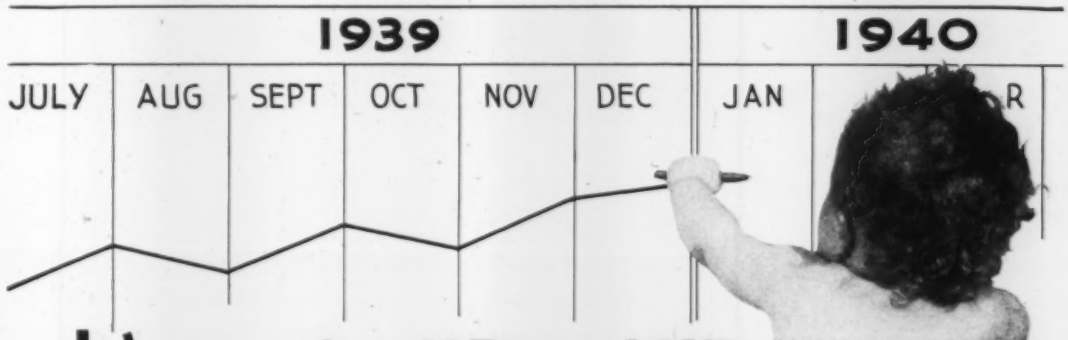
THE THOMAS', Chicago (hair specialists), to Frank R. Steel & Associates, that city. Radio will be used after Jan. 1.

ROLL-AWAY WINDOW SCREEN Co., Berkeley, Cal., to Gerth-Knollin Adv. Agency, San Francisco.

INTERNATIONAL TOBACCO Co. of America, Louisville, to Cecil & Presbrey, New York for du Maurier cigarettes. No advertising plans have been made.

SILEX Co., Hartford, Conn. (Silex Coffee Makers), to BBDO, N. Y.

CREAM OF WHEAT Corp., Minneapolis (cereal), to BBDO, N. Y., which now handles the firm's medical advertising as well as the consumer and trade advertising formerly handled.



It's on the UP and UP

When You Time Buyers say so in Virginia's Biggest Market

IT *MAY* BE TRUE when we say WTAR is a "must" buy to effectively reach the rich Norfolk-Tidewater Virginia Market (ranking first in Virginia), but—

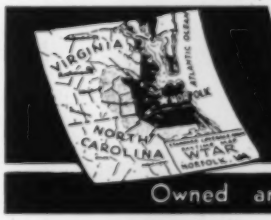
IT *MUST* BE TRUE when **you** say so! Here's what happened to WTAR's national spot volume as compared to the same months of 1938:

Month	Dollar volume	No. of accounts
August	30%	50%
September	44%	85%
October	53%	44%
November	52%	21%
December	58%	47%

Our advertisers' success tells the 1939 story for us! Thank you—and, in return, we pledge 1940 to be even a bigger and better New Year for you on WTAR.*

*Add only 20% to your WTAR time contract and receive identical service on WRTD in Richmond—two stations almost for the price of one.

National Representatives: EDWARD PETRY & COMPANY



WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

Radios in Canada

THERE were 1,230,506 licensed radio receivers in operation in Canada as of Nov. 30, 1939, according to the latest tabulation of the Canadian Dept. of Transport's radio division. This includes 5,326 owned by the blind, hospitals, charitable institutions and crystal sets—not required to pay the $2 annual license fee. By provinces the licenses issued numbered: Prince Edward Island, 4,742; Nova Scotia, 50,257; New Brunswick, 34,723; Quebec, 296,416; Ontario, 483,813; Manitoba, 83,405; Saskatchewan, 81,366; Alberta, 90,099; British Columbia, 105,525; Yukon and Northwest Territory, 160.

BEN FARMER, former partner in WGTM, Wilson, N. C., now manager of Chattanooga Radio Supply Co., with W. Beall Taylor, electrical dealer, is applicant for a new 250-watt station on 1420 kc. in Chattanooga. Mr. Taylor is 74.9% stockholder in the applicant corporation, Mr. Farmer 25%.

For A Big Chunk of Illinois—Use

WSOY

Serves the World's Soybean Center—Central Illinois

$32,000,000 Soybean crop alone. Great corn and livestock center, too. Much manufacturing. Pop. area, ¾ million. Retail business up 12 to 17%.

WSOY *250 W.* **Decatur, Ill.** *18 hours daily*

DISCUSSION of present narcotic laws by Albert C. Fritz, Indianapolis, president of the National Assn. of Retail Druggists, was featured on the second broadcast of the new *1,000 Years of Pharmacy* series started on WKRC, Cincinnati, in cooperation with local drug retailers. Gathered in the studio at the time of the broadcast are (l to r) Hulbert Taft Jr., new WKRC general manager; Mr. Fritz; Harold C. Freking, executive secretary of Ohio Valley Druggists Assn., and Herman E. Fast, WKRC sales manager. The station also presents a weekly feature, *Kitchen Quiz*, for Cincinnati Retail Grocers Assn., slanted to aid local retail grocerymen.

FCC Probes Frequency Modulation

(*Continued from page 19*)

the effect upon existing broadcast services. It has been estimated within the industry that a transition of five to 10 years might be required to introduce frequency modulation aural transmission and reception on a national scale.

Change in Policy

Following its Engineering Department's recommendations and after several weeks of discussion, the Commission announced, coincident with the call for the hearing, that it would grant applications for permission to carry out programs of fundamental research not authorized in the past and which show satisfactory promise of being able to contribute substantially toward the development of aural broadcast service and that it would grant applications filed by existing licensees to experiment above 25,000 kc. provided the request to operate additional stations "involves a program of experimentation directly related to the existing station."

It was stated that prior to establishment of a permanent policy with respect to either or both systems of modulation in the ultra-highs for regular broadcast service, studies and investigations must be made regarding the relative values of the systems, the general patent situation, the frequency needs of all related services, and whether amplitude or frequency modulation, or both, should be recognized for other services as well as broadcasting.

The hearing was called in the belief that the time had come for the Government to think seriously about aural broadcasting in the ultra-highs and that only an analysis from scratch could supply the information. The principal claim in favor of F-M as opposed to A-M transmission is the "static-free" factor. In the case of F-M, however, a band five times as wide as A-M appears to be required. Recent developments, however, indicate the possibility of narrow band F-M transmission as against wide band, a subject which the FCC also proposes to investigate thoroughly.

While Maj. Armstrong is largely responsible for the growing interest in F-M, it was indicated that competitive patent claims exist. Among others said to be interested, in addition to Armstrong, are General Electric, RCA, AT&T, and John Hays Hammond, inventor. Thus the FCC, as part of its study, proposes to look into the general patent structure and priority of claims.

It has already been ascertained that the ultra-highs appear well suited for local or metropolitan area coverage. Based on experiments now being conducted, sufficient data has been accumulated to indicate that good service can be procured in a 100-mile area with about 40,000 watts.

Maj. Armstrong, in testimony before the FCC in June, 1936, extolled the advantages of his system. On the basis of testimony of experts at the hearing and after studies made by the FCC's Engineering Department and the Inter-Department Radio Advisory Committee, made up of Government radio experts, a permanent allocations policy was established above 25,000 kilocycles for Government and non-Government services. However, the non-Government services were all established on a strictly experimental basis.

The FCC listed the claimed advantages of the two methods of transmission as follows:

Amplitude Modulation:

1. Amplitude modulation utilizes a much narrower band of frequencies, i.e., about one-fifth of the frequency band required for wide band frequency modulated signals of equal fidelity.

2. Amplitude modulation may be used on all frequencies throughout the radio spectrum, whereas frequency modulation has proven useful only in the very high frequency bands.

3. Amplitude modulation is the only system which has been used successfully for television on the frequencies allocated by the Commission for television service.

Frequency Modulation:

1. Frequency modulation possesses characteristics whereby it is possible to reduce the effects of all kinds of disturbances including atmospheric static, electrical noises, and background signal interference.

2. A frequency modulated broadcast station employing low power will provide greater service than a similar station using amplitude modulation. However, if the power of the two stations is substantially increased the percentage increase in service area of the frequency modulated signal will be materially reduced.

3. A frequency modulated receiver will accept only the strongest signal or noise as the case may be when the ratio of the desired to undesired signal strength is approximately 2 to 1. In the case of amplitude modulation, the ratio must be at least 20 to 1 for good broadcast service. Consequently, it is possible to operate frequency modulated stations at relatively close geographical locations without interference.

4. Frequency modulation has definite advantages over amplitude modulation in operating the low power services such as forestry, police, aircraft, etc. In such cases, each system is under the control of one licensee who can plan for the purchase, installation and operation of the entire transmitting and receiving system.

HIGHLIGHTS

on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives

U. S. A.—WEED & CO.

Canada: ALL CANADA RADIO FACILITIES, LTD.

Fun Keeping House

Here's a different sort of woman's program, featuring Helen Adams, KWK's Home Economist and "Louise and Bill", song team. It's name is "It's Fun to Keep House". It's on St. Louis KWK Monday through Friday and variety is the keynote. Recipes and household hints are presented, to be sure, but Miss Adams talks as well of child care, home decoration and other subjects in practically every field of feminine interest.

Frequently, Miss Adams has as her guests prominent personages from many walks of life—child care authorities, culinary experts, feminine celebrities—anyone who has a message for women. The melodies of "Louise and Bill" furnish bonus entertainment value throughout the quarter hour.

This program is now available for sponsorship. Call the Paul H. Raymer Company. Pd. Adv.

Purely PROGRAMS

Three-Way Pickup

FOR its Basket Fund Drive this year, WDAY, Fargo, used its two mobile units and carried a novel three-way broadcast series. With the studio announcer acting as dispatcher and telling mobile unit drivers where to go, donors called the station, the trucks were directed alternately to each address, and the mobile unit announcers carried on interviews with the donors at home, meantime picking up the donations. During the program listeners could hear either the studio announcer or the mobile unit announcers, individually or at the same time, depending on the circumstances.

* * *

Hour of Gold

KSRO, Santa Rosa, Cal., recently launched *The Golden Hour*, a composite of drama, music, news and variety presented in package form with a definite format to attract listeners. *The Golden Hour* opens with a 15-minute transcribed dramatic sequence—"The Family Doctor" three days a week and "The Studio Mystery" two days. A quarter-hour of transcribed classical music follows. Then comes a quarter-hour news period and the closing piece consists of variety entertainment or interviews with personalities of unusual interest to the listening area.

* * *

Cop at Mike

NOVEL sustainer, *Things 'n' Stuff*, started recently on WHK, Cleveland, features 15 minutes of interviews and songs by Lace Floyd, who was voted "Cleveland's most personable cop", and who on duty handles traffic at Cleveland's busiest downtown intersection. Heard on the show every Sunday, Floyd is assisted by Jack Russell, of Humphrey-Prentke Adv. Agency, Cleveland.

* * *

Adolescent Days

BOYHOOD pranks characteristic of any normal American youth are the subject of *The Story of Bud Barton*, new juvenile serial on NBC-Blue, Monday through Friday at 5:30 p.m.

REALISTIC background for an *Americans at Work* broadcast was given Margaret Lewerth, CBS script writer, by U. S. Marine Corps flyers. Here Major General Louis McCarty Little (left), Quantico commandant and Brig. Gen. S. M. Harrington explain a power dive bombing maneuver staged for her benefit.

* * *

Holiday Records

DURING a three-week vacation in the Southwest and Mexico, Nancy Grey is continuing via transcription her daily *What's New* program on WTMJ, Milwaukee. Using her own portable transcription equipment, Miss Grey describes highlights of her visits to interesting places, which include spots in Mexico, Walt Disney's Hollywood studios, the Rose Bowl game in Pasadena, and various Western cities. The transcriptions are sent to the station each day by special delivery air mail.

* * *

Fodder for the Major

WHEC, Rochester, New York, has been granted special privileges by Major Bowes to conduct local "Major Bowes Auditions" each week from the stage of the RKO Palace Theatre, Rochester. Program is transcribed by WHEC, and broadcast at 10 p.m., with winners receiving cash prizes of $15 and $10. Winning acts are sent to Major Bowes via recording and if accepted by him for his regular Chrysler Corp. program on CBS, the amateurs are sent to New York with all expenses paid by the station.

* * *

Forum of a City

FIRST of a series of weekly forum broadcasts, titled *New York City Forum*, started Dec. 16 on WMCA, New York, with Mayor F. H. LaGuardia, Lieut. Gov. Charles Poletti, and Senator Robert F. Wagner acting as participants in a discussion of municipal welfare with the Senator's son, Assemblyman Robert F. Wagner Jr., who is moderator for the entire series. Each program features representatives of civic, business and social groups in New York, covering different phases of the city's problems.

* * *

Studio Talk

SCIENTIFIC analysis of the speech used by members of the studio audience feature *Where Are You From?*, new weekly program that started Dec. 21 on WQXR, New York. Dr. Henry Lee Smith, lecturer in English at Columbia U, conducts the analysis, with Maurice C. Dreicer as m.c.

Trailer

BILLED as the first of its kind, WSPB, new station in Sarasota, Fla., on Dec. 16 carried a *Trailer Wedding* feature built around an actual wedding in the local colony of trailerites, in which all principals were members of the colony. For the wedding party, even the minister officiating was a trailer resident, and wedding gifts included spare tires, jacks and such. Remoted direct from the trailer camp, the ceremony was performed against a background of wedding music from the studio.

* * *

Dope on Gardening

EIGHT years of continuous service to amateur gardeners will be on the record by New Years for the Rutgers Agricultural Extension Service's *Radio Garden Club*, heard twice weekly on WOR, Newark. The quarter-hour programs, covering all types of plant and landscape planning problems, have been carried on WOR since January, 1932. Thousands of copies of talks by experts heard on the feature have been distributed in response to requests from listeners, and more than 800 gardeners in 26 states make up the Club's regular membership list.

* * *

Interviews Candidates

LEADING contenders for the 1940 Presidential nominations of the two major political parties are being featured each week by Fulton Lewis Jr. on his MBS news analysis programs. The silhouette broadcasts are based on personal interviews by Lewis with the candidate prior to the programs and on interviews with the leaders of the opposition to the candidate.

IN SALT LAKE CITY

—more local business firms use KDYL than any other station, and have done so for years.

It isn't because KDYL's local rate is lower. It *isn't* lower. The reason is: KDYL gets results for its advertisers through audience holding *showmanship*.

5,000 WATTS daytime 1,000 WATTS night

KDYL

The Popular Station SALT LAKE CITY NBC RED NETWORK

Representative: John Blair & Co.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

NEW YEAR'S RESOLUTION

Make every dollar you spend in the Hartford market do double duty this year. Cover Metropolitan Hartford, and the entire Hartford shopping area, at one low cost on WDRC.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Words Of WIS-dom

"Neither do men light a candle and put it under a bushel, but on a candlestick and it giveth light."

—Matthew 5.15

It's wise to make WIS your "Candlestick" for South Carolina sales

Why? Because it operates on 560 kilocycles, the most favorable frequency in South Carolina; because it serves more of South Carolina (not to mention parts of adjoining states) than all other stations combined; because, with its NBC Red and Blue programming, it's favored by South Carolina listeners. Can you ask for more?

Free and Peters, Representatives

Columbia South Carolina

WIS

5000 Watts Day

1000 Watts Night

Men of WISdom use WIS for Southern Sales

Studio Notes

WMBD, Peoria, Ill., has completed a year of successful broadcasting of religious services under its new policy of refusing paid sponsorship and giving free time instead. Facilities of the station are moved from church to church, both Protestant and Catholic, each month, and the Sunday morning services are made a part of the public service of the station. Prior to 1939 time was sold for religious services and one church had used the Sunday morning period for five consecutive years. The new policy was adopted in order to give listeners a truer cross section of religious thought of the community. Community response has been almost unanimous in favor of the new policy.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
Tobacco Money!
Holiday Money!
Asheville's big burley Tobacco market opening early in December. Industry in high gear. Pay rolls mounting. Holiday spending unleashed. So "air" your sales message over WWNC —only blanket radio coverage of this busy area. And hurry!

WLVA, Lynchburg, Va., and WBTM, Danville, on Jan. 1 will establish a wire hookup to form a "Bi-City Group" in central Virginia. Edward A. Allen, president of the Lynchburg Broadcasting Corp., in announcing plans for the combined setup, stated that each station will feed the other between three and four hours each broadcast day. Six transcription services will form the basis of the exchange, and a special public events department is being formed to assure complete broadcast coverage of local events. Both stations will eliminate recordings entirely. Managerial control of WBTM recently was acquired by Lynchburg Broadcasting Corp., with James L. Howe, formerly sales manager of WLVA, as resident manager at WBTM. Philip P. Allen, general manager of both stations, will remain in Lynchburg.

THE *KTAR Community Chorus*, choral organization sponsored by KTAR, Phoenix, Ariz., made its first broadcast Christmas Eve under direction of Paul Henri Giroux. The chorus, organized in October, has a membership of 70 voices, about 35 of which participated in the Christmas vesper broadcast. Mr. Giroux joined the KTAR staff in the spring, coming from Arizona State Teachers College, Flagstaff, where he was well-known for his musical work.

KGKB, Tyler, Tex., arranged a special hookup with three other stations —KRBA, Lufkin; KNET, Palestine; KFRO, Longview—to broadcast the high school bi-district championship football game last month. The hookup was called for the day the Inreco Football Network, as the game was sponsored over the four stations by Inreco Gasoline, sponsors of ten previous games this season. The deal was handled by M. E. Danbom, manager of KGKB, and the play-by-play account was handled by Jack Kretsinger, KGKB sportscaster.

Station Break

BEING an employee of WTAR, Norfolk, Va., came in handy for Shirley Enright, commercial traffic manager, when her car was stolen recently. Several announcements broadcast immediately after discovery of the theft helped bring about apprehension of the thief 70 miles away, in Gatesville, N. C.

WOC, Davenport, Ia., in covering the dedication ceremonies of the new million dollar airport at Moline, Ill., on Dec. 19 used the event to promote the *Sky Blazers* program sponsored by Continental Baking Co. on CBS and WOC. All dedication ceremonies and interviews with local and national dignitaries attending were picked up direct from the airport. The station also received telegrams from Phillips Lord, producer of *Sky Blazers*, Roscoe Turner and a number of well-known fliers to tie in the special event with the network show.

ABOUT 350 children of employes of the Westinghouse Radio Division received gifts at a big party given Dec. 17 at the Gwynn's Falls Junior High School, Baltimore, through cooperative effort of the Westinghouse management, Local No. 130 of United Electrical, Machine & Radio Workers of America and the Salaried Employes' Assn. The event was attended by about 1,200 persons.

WFLA, Tampa, Fla., has installed complete United Press wire service, used on six news periods daily.

STAFFS of both NBC and CBS in San Francisco held their respective Christmas parties Dec. 22. NBC held a luncheon for the employes, with Al Nelson, manager of KPO-KGO, at the head table. CBS held a party in the studios, with Dick Aurandt and his orchestra presenting a program of Yuletide music.

ON ALTERNATE Tuesdays from Jan. 9 to April 30, MBS will present a series of 16 concerts by the Toronto Symphony, Les Concerts Symphonique, and the Montreal Orchestra, through the facilities of the CBC.

KED, St. Louis, is carrying a series of daily programs, conducted by Program Director Frank Eschen, in connection with the anti-smoke campaign suggested early this winter by a *St. Louis Post-Dispatch* editorial. The daily feature reports on the progress of the campaign resulting from the *Post-Dispatch* proposal for solving the city's smoke problem. Mayor Dickmann, who has appointed a civic committee to act on the problem, was guest speaker on a recent broadcast.

CHRISTMAS in *Aunt Susan's Kitchen* found Mrs. Mart Adams, WKY's homemaker, adopting a new fad and putting in her own ideas too. Aunt Susan tailored in a zipper along the keel of the Christmas turkey, which furnished the main course of the annual WKY staff dinner in Oklahoma City on Christmas Eve, held after all staff members had been given cash bonuses.

USING portable and mobile equipment in addition to regular remote pickup facilities, WSB and WAGA, Atlanta, provided intensive coverage of the festivities held in that city in connection with the world premiere of the motion picture version of "Gone With the Wind". Starting with on-the-spot descriptions of the arrival of various stars and distinguished guests, the stations' activities also included descriptions of the various parades and parties during the several days of civic celebration, part of which were carried on NBC.

WHP, Harrisburg, Pa., in mid-December carried a remote broadcast from Mercersburg, Pa., 75 miles away, of the 11th annual Candlelight Dinner of Mercersburg Academy. In addition to the dinner, which closed the fall term of the Academy, the broadcast included students' carols and selections on the Mercersburg carillon.

KNET, Palestine, Tex., on Dec. 14 moved into its remodeled and redecorated studios in the Maier Bldg., with all new and modern equipment, following a fire in the former studios Oct. 20. The composite transmitter and control equipment of the station was constructed by John B. Shepard, KNET technical supervisor.

A SCHEDULE of "big name stars" has been started by WGN, Chicago, with the sustaining programs being fed to MBS. Grace Moore was signed for a special Christmas night program. During the holidays, WGN broadcast special musical programs featuring Jan Kiepura, operatic and motion picture tenor; Attilio Baggiore, operatic tenor; Marta Eggerth, operatic soprano, and Allan Jones, tenor of motion picture and musical comedy fame. The concluding concert was sung by Mr. Jones on New Year's Eve. It is understood that WGN will continue a similar series during 1940 and that many new shows will be aired on MBS from WGN. Outstanding dramatic and comedy shows will be included, according to officials of WGN.

WLS, Chicago, practically made possible the Veterans of Foreign Wars Home in Bloomingdale, Mich. Proceeds from the first *WLS Home Talent* show made a down payment on the home, a second paid for the redecorating and the third bought a new electric cookstove. The WLS *Home Talent* shows are patterned after the station's *National Barn Dance*, with local entertainers doing impersonations of WLS personalities.

TOMMY ANDERSON, whose wife is Hélene Peters, radio editor of the *Berkeley* (Cal.) *Gazette*, recently acquired *Fan Fare*, weekly give-away magazine, distributed throughout Northern California and in which radio is featured.

·KARK·
only Arkansas station receiving mention in
VARIETY
1939 Showmanship survey!

More hours of non-network commercial . . . more hours of network commercial . . . than any other station in the state! There are more listeners in Arkansas under the influence of KARK's broadcasts than any other station in the state!

LITTLE ROCK **KARK** ARKANSAS

1,000 Watts — Day and Night — 890 KC
N.B.C. & Tri-State Network: WMC-KARK-KWKH-KTBS
Ed. Petry & Co., Inc., National Rep.

LANG-WORTH *planned programs*
LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD
•
LANG-WORTH FEATURE PROGRAMS
420 Madison Ave. New York

FOR THE second consecutive year, mayors of San Francisco and Los Angeles have proclaimed a Help Thy Neighbor Week, in recognition of services rendered by Hal Styles' weekly half-hour job finding program, sponsored by Sunset Oil Co., Los Angeles, on Southern California Don Lee network stations. Week designated was Dec. 18 to 23 inclusive, and a proclamation by Mayor Bowron of Los Angeles urged "cooperate with Hal Styles, conductor of the *Help Thy Neighbor* program by devising ways and means of putting deserving jobless to work, so that they and their dependents will enjoy a greater measure of economic security in which all persons can share". The proclamation pointed out that the program has been responsible for placing approximately 18,000 persons in "grateful employment during the past three years". A similar proclamation was issued by Mayor Rossi of San Francisco.

WBBM, Chicago, has started a new early morning roundup of European news, heard daily at 6:55 a. m. J. Oren Weaver, WBBM-CBS news editor, checks a regular schedule of European shortwave broadcasts from 4 p. m. to 1 a. m. each day, covering both news and propaganda programs in English, French and Italian, and edits the reports for the program. His contacts include London, Paris, Italy, Germany, Moscow, Tokyo, Madrid and Prague on a daily basis, with other sources for occasional listening. The new service supplements the regular CBS foreign news roundup heard on the station at 7 a. m.

TWO members of the staff of KIDO, Boise, Ida., recently won hats as prizes in two separate contests—Roy Civille for writing a prize-winning criticism in the General Mills publication, *Ad-Liberties*, and Clete Lee for winning first place in the State in a merchandising window contest staged by Gillette Safety Razor Co.

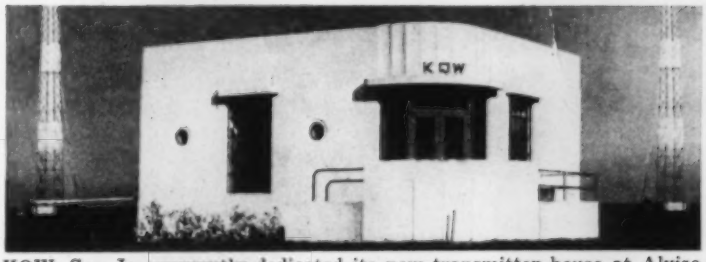
DESPITE the fact that Mary Jane Wisnousky of the KOY, Phoenix, staff is in the hospital for an indefinite period, she participated in the station's Christmas party. Station engineers ran a two-way remote line into her hospital room. She celebrated with fellow staff members almost as well as if she were at the party. The station's party was held in a studio bristling with microphones and proceedings were broadcast, strictly ad lib, impromptu and unrehearsed.

SPECIAL programs were broadcast by NBC, CBS and MBS in connection with the one-week session of the American Assn. for the Advancement of Science which started Dec. 27 in Columbus, O. NBC broadcast the address of Dr. Wesley Mitchell, retiring president, on Dec. 27 and on Dec. 28 presented roundtable discussion on science. CBS broadcast a preview of the meeting on Dec. 26, and on Dec. 29 a program of interviews with leading scientists. MBS on Dec. 28 broadcast a speech by Prof. T. H. Parks of the department of science at Ohio State U.

WHBY, recently moved from Green Bay to Appleton, Wis., is planning special dedicatory ceremonies in connection with the opening of the new studios shortly after Jan. 1, 1940. Meantime WHBY is operating with studios in both cities, with transmitter located at W. DePere, Wis. New Appleton studios and transmitter are nearly completed.

THE technical staff of KPO-KGO, San Francisco, in the Sir Francis Drake Hotel in San Francisco recently gave a dinner in honor of Al Nelson, new general manager.

WLAW, Lawrence, Mass., celebrated its second anniversary the week of Dec. 17, on each day during the period presenting special guest speakers, drawn locally and from surrounding towns, each of whom paid tribute to the station for its services in various categories. Commercial sponsors also responded to the event by devoting portions of their programs to the anniversary recognition.



KQW, San Jose, recently dedicated its new transmitter house at Alviso on the southern tip of San Francisco Bay just north of San Jose. The West's oldest station, owned by Ralph R. Brunton and managed by C. L. McCarthy, now uses a directional antenna with Bethlehem towers. Cost of building and property was $75,000, with 5 kw. WE transmitter.

Equipment

RCA MFG. Co., Camden, N. J., announces the following purchases of RCA transmitter equipment: KFBI, Wichita, Kan., 5-DX 5,000-watt transmitter; WNBH, New Bedford, Mass., 250-D 250-watt transmitter; KHSL, Chico, Cal., 1 kw. power amplifier.

O. E. HANSEN, executive of Frazer & Co., San Francisco, export agents of Universal Microphone Co., Inglewood, Cal., leaves Jan. 5 via airplane for the Latin-American countries, returning in late March.

WFLA, Tampa, Fla., has completed installation of a 40-watt Collins transmitter for its relay unit, WGHB. The unit consists of complete relay equipment suitable for talking to the mobile unit in the field or to the transmitter at Bayview in case of complete line failure. The station also has installed complete Western Electric receiving equipment and RCA line amplifiers.

H. GEORGE SHEFLER, Phoenix, has been appointed Arizona and New Mexico factory representative of Universal Microphone Co., Inglewood, Cal. He represents the microphone and recording divisions.

SPEAK-O-PHONE Recording & Equipment Co., manufacturer of instantaneous recording equipment, has appointed the following sales representatives: Paul Cornell, 3292 Cedarbrook Road, Cleveland Heights, O.; Mel Foster, 601 Cedar Lake Road, Minneapolis; Henry Segel, 235 Pine St., Gardner, Mass.; Royal Stemm, 21 E. Van Buren St., Chicago; Royal Smith, 912 Commerce St., Dallas; Byron Moore, 191 Starin Ave., Buffalo; Don Wallace, 4214 Country Club Drive, Long Beach, Cal.

THE paper on "Basic Economic Trends in the Radio Industry," dealing largely with radio receiver production and distribution, written by Julius Weinberger, of the RCA License Laboratory, has been reprinted separately. It was originally published in the *Proceedings of the Institute of Radio Engineers*.

Factory in New Jersey Is Acquired by Finch

ACQUISITION of a new factory at Fourth & Virginia Streets, Passaic, N. J., to be occupied Jan. 15, 1940, has been announced by W. G. H. Finch, president of Finch Telecommunications Inc., New York, manufacturer of facsimile apparatus. The firm maintains offices at 1819 Broadway and 37 West 57th St., New York, and operates W2XBF and W2XWF.

The three-story brick building in Passaic contains more than 20,000 square feet of floor space. Plans of the company call for the addition of 60 more mechanics to fill backlog orders. At Bendix, N. J., the Finch organization now operates an experimental plant developing the use of facsimile for commercial, military and naval aviation.

Seek Cleveland Outlet

THE Fort Industry Co., operating broadcast stations in Ohio and West Virginia, has applied for a new daytime 1,000 watt station on 810 kc. in Cleveland, the FCC announced Dec. 19. Previously, the FCC had erroneously announced the application was for a station, using the same facilities, in Toledo, where Fort Industry already operates WSPD.

VAN CURLER Broadcasting Co. has applied to the FCC for a new 250-watt station on 1210 kc. in Schenectady, N. Y. Its president and 60% stockholder is Mayer L. Cramer, oil dealer, with E. F. McCab of Westport, Conn., owning 15%; Frank Van Derpool, Scotia, N. Y., garage owner, 15%; George A. Fox, printer, 10%, and Dr. Robert A. MacTaggart, vice-president.

WSIX

"The Voice of Nashville" Tennessee

Offers certified surveys of Nashville listener preference as proof of this station's dominance in its area.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

KSCJ SIOUX CITY IOWA

The JOURNAL

5000 WATTS DAY

1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

WSPD

TOLEDO, OHIO

NOW

NBC BASIC RED

Yes, sir, WSPD has been selected by NBC as a basic Red outlet which is convincing proof of the importance of this old established station in America's 32nd market.

Represented nationally by THE KATZ AGENCY

Modernization Program Is Projected by WNEW

WNEW, New York, will spend approximately $100,000 in a modernization program which includes replacement of all studio control equipment and erection of a new directional antenna, according to M. J. Weiner, chief engineer, who will supervise the work. All control rooms at the station will be fitted with RCA 80-A studio control desks, providing a complete speech input system for each studio. Each desk includes six mixing attenuators, permitting pickups from microphones in one or more studios, from transcription turntables and from remote lines. Other features include a master mixer, double jacks in all circuits, a high-gain program channel, talk-back to remote points as well as to studios, emergency channels, etc.

Work on the new antenna, to be a 207-foot self-supporting tower located near the present structure at Carlstadt, N. J., will be started as soon as WNEW gets its authorization from the FCC. Aim is to throw a signal which can override the unusually high man-made electrical noise levels of the metropolis, thereby improving service to listeners. Contract for the tower will be let immediately following FCC approval.

Christmas Television

NBC turned its first Christmas Eve telecast into a children's hour with a dramatization of the familiar story of Cinderella, starring Irene Wicker and "Jolly Bill" Steinke. Also in the Christmas spirit was the previous evening's visual broadcast of "Little Women".

FIRST TELEVISION BALL, staged for charity Dec. 15 at the Waldorf-Astoria, New York [BROADCASTING, Dec. 15] brought NBC's video engineers and camera crew into the center of the grand ballroom giving many socialites their first behind-the-scenes glimpse of this new art.

Hearing on Television Rules

(*Continued from page 19*)

carry out experiments with respect to program technique, determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public."

The proposed rules fix the usual requirements of a program of technical research and experimentation with reasonable promise of contribution to the art, qualified personnel and legal and financial qualifications. Class II stations, in addition, must maintain a minimum service to the public of five hours per week, with transmission and interference standards defined.

Groupings of frequency assignments are contained in Sec. 4.74, as outlined in BROADCASTING, Nov. 15. The only material changes in the proposed rules are contained in the section, 4.73, relating to charges for service, which reads as follows:

(a) No charges either direct or indirect shall be made for either the production or transmission of either aural or visual programs by Class I television stations;

(b) No charges either direct or indirect shall be made for the transmission of either aural or visual programs by Class II television stations; however, Class II television broadcast stations may make charges to cover cost of program production, including advertising material, which programs may be transmitted as an experimental program service but without charge for such transmission;

(c) Quarterly reports shall be made to the Commission by Class II television broadcast stations of the charges and costs as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a regular service to the public on a commercial basis.

(d) The offering by any person of the facilities of any television broadcast station on a regular commercial basis is prohibited. The limited commercialization permitted under subsection (b) above shall not take precedence over the experimental service, but shall in fact be subordinated to it.

Cartoon Strip Features

FOLLOWING the recent test presentation of the two comic strips, *Gasoline Alley* and *Smilin' Jack*, MBS broadcast for the five days from Dec. 26 through Dec. 30 the strips, *The Gumps* and *Terry and the Pirates*. The network plans to present other strips in five-day series, as syndicated by the *Chicago Tribune*, in the periods Mondays through Saturdays, 2-2:15 p.m. and 2:30-2:45 p.m.

VIC CONNORS, executive secretary of the San Francisco Chapter of the American Federation of Radio Artists, is conducting an active membership campaign to enroll stations in Northern California and Oregon.

Clash of Video Signals Leads to Time-Sharing Pact By CBS, Philco

INTERFERENCE of television signals between New York and Philadelphia has brought about a tentative time-sharing agreement between W3XE, operated by Philco Radio & Television Corp. in Philadelphia, and W2XAX, CBS visual transmitter in New York. The tentative agreement—first time-sharing arrangement in television's history—was announced in mid-December.

The FCC television allocation standards call for 180 to 190 mile separation of transmitters using the same frequencies, as do W3XE and W2XAX—50 to 56 mc.—while the actual distance between the two cities is only about 90 miles. Time-sharing agreements are allowed under the rules if interference results according to the FCC.

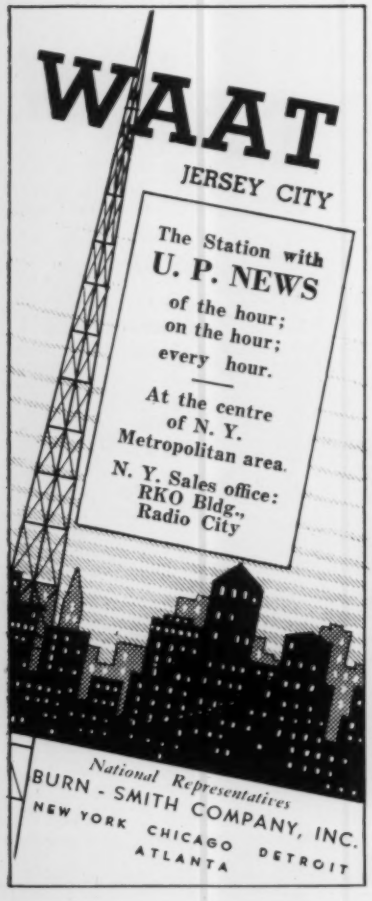
Under the new arrangement W3XE will operate its transmitter between midnight and noon daily, and on Wednesday, Friday and Sunday evenings after 6 p.m. W2XAX will confine its television schedule to the remaining hours. The agreement was developed by William H. Grimditch, Philco vice-president in charge of the engineering laboratories, and Adrian Murphy, CBS television director.

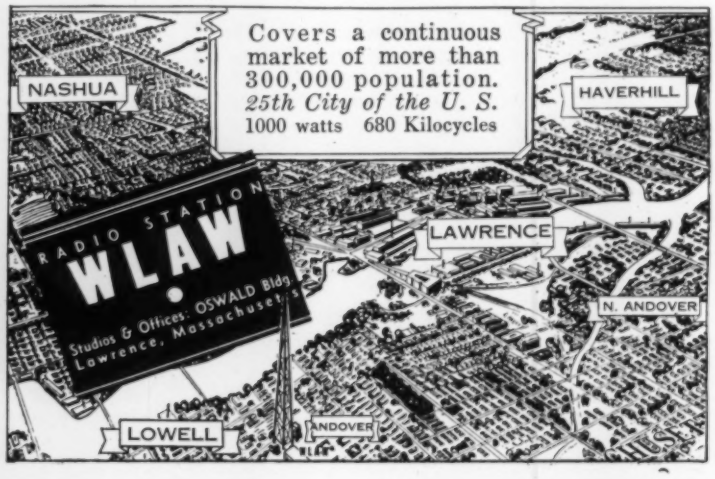
On Dec. 16 Philco filed a petition with the FCC to change the proposed allocation of visual channels to allocate Channel No. 2—on which W3XE operates at present—to Philadelphia, since New York has been assigned to Channel No. 1 (44 to 50 mc.).

According to Philco officials, W3XE has confined its transmission to Channel No. 2 to avoid interference with W2XBS, NBC television transmitter atop the Empire State Bldg. in New York, which operates on Channel No. 1. Signals from W2XBS are being received regularly in the Philadelphia area, particularly in the section nearest New York, Philco engineers reported.

Mackay Dickering

NEGOTIATIONS for a new agreement between Mackay Radio and the American Communications Assn., CIO union which now holds a closed shop contract with Mackay, are scheduled to begin Jan. 4. Union is asking for a minimum of $200 a month for all operators on an equal basis in place of the present wages which vary from $150 to $192.50 a month according to the classification of the operator, and for a 40-hour week made up of five consecutive days.





KFRU

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

In the CONTROL ROOM

H. PIERCE, engineer of WBBM, Chicago, has been named studio supervisor of the CBS-Chicago studios to succeed D. J. Dunlap, who has resigned to become national business agent for the Associated Broadcast Technicians. Harry Harvey has been named to assist Pierce, according to Frank Falknor, chief engineer.

ARNOLD NYGREN, staff engineer of WFIL, Philadelphia, has been named acting chief engineer by Roger W. Clipp, general manager. He succeeds Frank Becker, now general manager of WTBO, Cumberland.

DUANE W. HOISINGTON has been appointed chief engineer of KFPW, Fort Smith, Ark.

GEORGE STEARNS, formerly with KTUL, Tulsa, has been named assistant chief engineer of the new WCAR, Pontiac, Mich. The staff also includes David Stewart and Charles Kocher, formerly with WWJ, Detroit.

CHARLES SALZMAN has left WVFW, Brooklyn, where he was acting chief engineer during the absence in South America of Herman Florez, who returned last month to resume his duties.

VERNON ANDREWS, KOA, Denvere, technician, and Audrey Morse, station receptionist, have announced their engagement.

W. G. NEUVILLE, chief engineer of WFTC, Kinston, N. C., recently was married.

BILL MURTOUGH, formerly of WMCA, New York, has joined the engineering staff of WNBC, New Britain, Conn.

GEORGE GREAVES, field supervisor KPO-KGO, San Francisco, is the father of a girl born recently.

CLARENCE LAYNE has been appointed chief engineer of KVNU, Logan, Utah, succeeding J. M. Reeder. Added also to the technical staff was Darrell Allred.

BILL MEADOWS, formerly of WLAK, Lakeland, Fla., has joined the engineering staff of WFLA, Tampa.

FRANK WELTMER, KOY, Phoenix, engineer and Kathleen Petty of that city, were married at Tucson, Ariz., Dec. 15.

ROY BRIDGMAN, engineer of WWJ, Detroit, recently married Maryon Viola Wright.

ROBERT A. JONES has been named district engineer and W. S. Hill assistant engineer of the New York district of General Electric Co., effective Jan. 1, according to an announcement by H. H. Barnes Jr., commercial vice-president of GE.

GEORGE PYLE, formerly of WTAX, Springfield, Ill., has joined the engineering staff of WMBD, Peoria.

CLYDE McCLYMONDS, F. R. Ward and Sherwood Glotfelty, all graduates of Capitol Radio Engineering Institute, Washington, have joined the engineering staffs of WCSC, Charleston, S. C., WSNJ, Bridgetown, N. J., and WGKV, Charleston, W. Va., respectively.

RICHARD H. GUMB, formerly of WLAW, Lawrence, Mass., has joined the engineering staff of WJNO, W. Palm Beach, Fla.

D. D. JONES, formerly chief engineer of WAAT, Jersey City, N. J., has joined the engineering staff of WABC, New York.

GEORGE ROBINSON, assistant engineer in charge of operations of WOR, Newark, at the station's transmitter at Carteret, N. J., is the father of a nine-pound boy born Dec. 17.

Music Fund Drive

(*Continued from page 28*)

which District Director John A. Kennedy, president of West Virginia Network, presided, the results were equally imposing. There were 36 stations present out of 59 in the district, of which 32 actually signed agreements. Two of the remaining four indicated their intention of signing but preferred to report the matter to their headquarters offices.

At 4th District Meeting

Attending from the Fourth District were:

District of Columbia—William D. Murdock, Lloyd W. Dennis, Harry Butcher, WJSV; Kenneth Berkeley, WRC-WMAL; William B. Dolph, WOL; Frank M. Russell, NBC.

Maryland—L. M. Milbourne, Seymour O'Brien, Waters Milbourne, WCAO; John Elmer, WCBM; H. W. Batchelder, WFBR; Frank V. Becker, WTBO.

North Carolina — Don Elias, WWNC; Lincoln Dellar, WBT; Earl J. Gluck, WSOC; J. F. Jarman, WDNC; A. T. Hawkins, V. G. Herring Jr., WGBR; Edney Ridge, WBIG; R. H. Mason, WPTF; A. J. Fletcher, Gill Murray, WRAL; R. A. Dunlea, WMFD; H. W. Wilson, WGTM; N. L. O'Neil, WSJS.

South Carolina — John A. Kennedy (proxy), WCSC; G. Richard Shafto, WIS.

Virginia—Lee Smith, Ray Hall, R. F. Lewis, WFVA; Edward E. Bishop, WGH; Campbell Arnoux, WTAR, WRTD; Barron Howard, Walter R. Bishop, E. D. Neff, C. T. Lucy, WRVA; Ray Jordan, WDBJ.

West Virginia—J. L. Smith Jr., Beckley; John A. Kennedy, WHIS, WCHS, WBLK, WSAZ, WPAR; O. J. Helchmer, Howard Wolfe, WMMN; George W. Smith, WWVA.

At 11th District Meeting

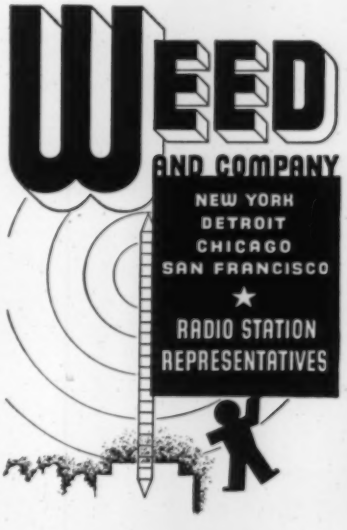
Attending from the Eleventh District were:

Minnesota—E. L. Hayek, KATE; A. H. Flaten, KDAL; W. C. Bridges, WEBC, WHLB, WMFG; Ray Schwartz, KYSM; E. H. Gammons, John McCormick, WCCO; Wallace E. Stone, WDGY; Charles T. Harrell, WLB; C. T. Hagman, WTCN; Gregory Gentling, KROC; Fred Schilplin, George B. Bairey, KFAM; Stanley Hubbard, Kenneth Hance, Ray Jenkins, KSTP.

North Dakota—P. J. Meyer, F. E. Fitzsimonds, KFYR; Earl Reineke, WDAY; John Kennelly, James E. Gilfoy, KGCU.

South Dakota—A. A. Fahy, KABR; Robert J. Dean, George E. Bruntlett, KOBH; Joseph Henkin, Morton Henkin, S. Fantle Jr., KELO, KSOO; Bob Tincher, WNAX.

ALEX REID, of St. Lambert, Que., on Dec. 22 was declared reelected Canadian general manager of the American Radio Relay League, national association of amateur radio operators. James Shelton, Daytona Beach, Fla., was elected director of the Southeastern Division, according to K. B. Warner, secretary of the League.



JOHNNY'S NEMESIS
Video Voice Haunts Speaker Despite Dialing

DIALING his monitoring loudspeaker of a recent evening, G. W. Johnstone, director of publicity and special features of WOR, discovered that no matter what station he tuned in he heard the same voice, a mysterious voice that did not belong to any of the frequencies dialed.

When repairmen came in the morning, however, they could find nothing wrong with the apparatus. Several recurrences of this strange phenomenon had Johnny thinking that either he was hearing things or the maintenance crew was crazy when it was discovered that what he was getting was the voice of NBC's television announcer, coming on an ultra-high frequency band from the Empire State Tower, a few blocks down the street from WOR's studios, and seeping into the speaker's circuit, which was so balanced as to make a perfect receiver for this particular frequency.

WEVD-IBEW Dicker

NEGOTIATIONS between WEVD, New York, and the International Brotherhood of Electrical Workers, AFL union, for a renewal of the current contract for the station's technicians are progressing satisfactorily and the new contract will probably be ready for signing within a week or so, according to Henry Greenfield, station manager.

Lewis A. Paulsen

LEWIS A. PAULSEN, 35, chief transmitter engineer of WBBM, Chicago, died suddenly Dec. 27 of a heart attack. Well-known in the Midwest as a construction engineer, Mr. Paulsen, a native of Ohio, began his radio career with WDAG, Amarillo, Tex., in 1924, continuing there as chief engineer until 1927 when he joined WBAP, Fort Worth. He left WBAP in 1929 to join WBBM, where he remained as chief transmitter engineer until his death. Active in civic affairs, he was president of the school board and Lion's Club of Glenview, Ill., and was a Shriner. He is survived by his parents, his wife, and a son and daughter. Funeral services were held Dec. 30.

"STOP THE BROADCASTS!," Says this Advertiser,

"WE'RE SWAMPED WITH ORDERS"

Yes, that in effect was what Mr. Paul Stern of the Alwain Upholstering Co. told us. "The results obtained", he says, "have been greater than we anticipated and although we have added extra employees and increased our working hours, we have been unable to keep up with the demand. We expect to continue on with our radio advertising as soon as possible after we get the present situation adjusted."

And think of it! All this as the result of *only five minutes* broadcast daily—in the morning.

Doesn't that give you an idea of what WFBL would do for *your* client? Wouldn't you like to hear him say, "Stop—too many orders?"

For station rates and time available, write WFBL or Free & Peters, Inc.

WFBL

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

1940 Radio Business Prospects in Review . . .

LOS ANGELES

(*Continued from page 13*)

eastern placement fell flat during fall, the first quarter of 1940 will see much new radio being placed from Los Angeles and San Francisco.

During the last six months, practically every major station representative in the United States has established a Los Angeles office. Besides concentrating on established accounts, they are digging up new business from advertisers who have never before used radio. Several of these accounts, representatives say, are now planning conservative spot campaigns for 1940. Although many are in the nature of tests, some will be national as well as regional.

Holiday Season

A re-check with station sales managers and operators in the Los Angeles area verified the report contained Nov. 1 in BROADCASTING, that pre-Christmas advertising among retailers was much higher in 1939 than 1938. The same increase by retailers in other Pacific Coast centers is also reported for the Christmas holiday season, and included all types of business, with department stores using the heaviest schedule in their history.

Many stations already have commitments for more new sponsored shows that will take them through the first quarter of 1940. A great many of them are renewals. Others are advertisers who have used radio spasmodically over a period of years. Several advertisers will be using their first radio in a local test before going regional, with either spot or network.

While there is no trend, station operators and agency time-buyers reiterate that new sponsors show a partiality toward spot, both live and transcribed; time signals, transcribed shows, commentaries, and news broadcasts, as well as audience participation programs. Some are interested in participation programs where they can get in a spot announcement or two on a quarter or half-hour show.

Foresee Good Start

With present advertisers continuing their schedules, many new ones being signed up and others inquiring into the business of broadcasting, Pacific Coast advertising agency executives in general and those from networks as well look to 1940 with good feeling. Time buyers in several Los Angeles agencies expressed the belief that new business will start on a gradual scale. They predict nothing phenomenal, at least for the first quarter of 1940, but they do expect that radio will get off to a much better start than in 1939.

Much depends upon conditions they say. The world unrest and economic factors are of primary importance. Practically all stated that accounts they are currently servicing will continue their present schedules and in some cases increase advertising appropriations. Many frankly admit that they are waiting for approval and go-ahead on recommendations that are designed to bring new accounts to radio for regional network use, either California or coastwise.

WHEN word reached KOIL, Omaha, the evening of Dec. 21 that an eastbound mail train had been wrecked on the main line of the Union Pacific, near Richland, Neb., Announcer Bill Baldwin and Chief Engineer Al Bates tossed portable transcription equipment into the KOIL mobile unit and hurried to the scene 80 miles away. The train had struck an auto stalled on the tracks and plowed into a switch siding, the locomotive and several cars had overturned and the engineer and fireman were killed, although the autoist had escaped in time. Starting at 1:30 a. m., Baldwin compiled a 25-minute program, including a description of the wreck and interviews with onlookers, which was put on the air several hours later on the early morning schedule. Here stands Baldwin, in the midst of the wreckage, describing the scene while a guard looks on.

Few Expirations

Several accounts placing from Los Angeles, which formerly devoted their entire radio appropriation to spot in past years, will go regional network starting in early January. A few are scheduled to start by mid-February and are on a 52-week contract basis. A couple of these in addition will continue with spot radio in territories outside the Pacific Coast region. Sponsors, local and regional, are cognizant of the fact that radio can and is doing an effective sales job. They plan to make the most of it.

Agency men contacted were reluctant to discuss the current cut-rate network package plan, declaring it was too early to make predictions. They all believe it will have an effect on network methods as well as time buying. Many frankly admitted they didn't know enough about it to discuss the plan intelligently.

Network executives in Hollywood report very few year-end expirations or terminations. To the contrary, they declare that there will be a greater number of commercial programs emanating from the West Coast than ever before. They stated there will be more radio, but fewer big-name programs, pointing out that listeners want good entertainment, not the sensational. They also predict that the day of the one-hour network show is on the wane, and point to the *Chase & Sanborn Hour*, sponsored by Standards Brands on NBC-Red and reported cutting of the NBC *Good News of 1940*, sponsored by General Foods Corp., to back their statements.

There are presently some important developments under way which will further identify Hollywood and the West Coast as a field of primary importance, both in radio and television. Don Lee Broadcasting System, Los Angeles, will move its television division to Hollywood, and is scheduled to start erecting its new $1,000,000 plant by early spring. CBS is spending around $200,000 in erecting two new audience studios adjacent to its Columbia Square building in Hollywood. NBC, it is understood, is also planning expansions on the West Coast during 1940, in San Francisco as well as Hollywood. KFWB, Hollywood, the West Coast originating point for the new Transcontinental Broadcasting System, also has expansion plans for 1940. All this has naturally increased the importance of the film capital in the national radio field.

While the West Coast contributed nothing new to radio this past year, name talent appearing on network programs are becoming more choosey in the type of sponsor they will represent. Artists today, it was pointed out, are looking into what they are selling to radio audiences before committing themselves. They, too, have become market conscious. Today prestige is as important to them as the big money involved. Talent agents are checking on the sponsor's radio advertising budget and commodity as well before allowing contractees to go on network programs. That is one of the reasons given for Hollywood radio names leveling off.

Decline in Disc

While transcription business on the West Coast has, to a great degree, always reflected the trend of general radio business, right now it is at a very low ebb, due principally to rise in price of raw materials and production costs. With dramatic talent and musicians demanding higher prices, costs to production units and transcription concerns have more than doubled, it was said. Sales have not kept pace with this rise in cost. Loss of foreign markets due to the war and stringent legislation are cited.

SAN FRANCISCO

(*Continued from page 13*)

many potential advertisers and the combined efforts of the stations in this region are making them more radio conscious. As I see it San Francisco has tremendous possibilities."

The introduction of new advertisers on the air will be one of the major accomplishments during the next 12 months, according to Lindsey Spight, Pacific Coast manager of John Blair & Co. He stated that his office has more inquiries regarding radio time from accounts that have never used radio and from accounts that have been off the air for years, than at any time in history. Spot business has taken a definite upturn, he added, and recorded announcements for spot campaigns including dramatic and music, even the 15-second transcription, probably will reach an all-time high for this area.

Several agencies maintaining radio departments reported that 1939 was their biggest year and that the coming season from every indication, will even be better. San Francisco, notoriously conservative, has been slow to jump on the radio bandwagon in some opinions, but now it is definitely awakening to the benefits of this medium.

Ward Ingrim, Northern California sales manager for the Don Lee-Mutual net, said he was "bullish" on the prospects for the New Year. 1940 looks the best yet, he averred. The past year surpassed 1938 as far as KFRC, Mutual station here, was concerned but for several months there was a slowup. As soon as the Golden Gate International Exposition closed, there was a definite uptrend in local business, he said.

Intermittent strikes in San Francisco during the past 12 months likewise hurt several stations doing a majority of local business. Despite this handicap one of the locals, KJBS, showed a 25% increase in 1939 over 1938.

A number of factors enter into the radio picture in the Golden Gate Area which account for the 1939 general increase and the prospects for a bigger 1940.

Radio-Minded

In the opinion of some there is more aggressive selling on the part of radio and an increasing awareness of radio as an advertising medium. Another major point is the fact that there are more large business organizations, potential clients.

The fact that the big networks, particularly NBC, have gone after more local business in the past season, letting down the bars to permit playing of transcriptions and acceptance of spot announcements and station break spots, has given the others more competition, which is proving better for all.

Many felt that with the birth of Transcontinental Broadcasting System, new coast-to-coast network, there would be added competition, making business still healthier for all.

Not a few radio men, some on competitive stations, paid tribute to NBC's Mr. Nelson, who literally broke the ice in press-radio relations in the Bay area, effecting more radio consciousness on the part of the public and advertiser than had been felt since the newspapers dropped radio news like a hot potato 18 months ago.

CANADA

By JAMES MONTAGNES

WAR and radio advertising mix well, at least in Canada, where the broadcasting industry looks forward to its best year in 1940. Advertising agency executives, station representatives and broadcasters agree that 1939 was a good year, but that contracts already signed and in the offing will boost 1940 radio advertising totals to new highs. The war is not curtailing broadcast advertising; rather it is stimulating it, and many new advertisers, both local and national, are to be heard on the air in the new year.

While business looks exceedingly good for 1940, all in the industry agree that since the start of the war there has been a tendency by advertisers to hold off their plans till the last minute. War uncertainty, especially in regard to Government action on certain commodities, has left many radio advertising plans unsettled till just before the campaign was to go on the air, with the result that there is a frantic scrambling for time and many changes have been made to accommodate last-minute network shows.

There is no lack of spot or network business and there are many inquiries for time. A noticeable increase in the number of advertisers desiring to put on Canadian originating network shows has been noted. These advertisers feel that Canada originated shows playing more to a Canadian audience can be put on as well in the Dominion as in the United States, with the exception of variety shows starring big names. At the year end negotiations were underway for a number of new network programs for advertisers who had never been on Canadian networks before. Spot business has in some cases expanded to network.

A News Boom

Newscasts are in great demand for sponsorship. The broadcasting of news has shown a marked improvement. As one broadcaster pointed out, censorship regulations have resulted in newscasts being more accurate and non-essential news is no longer broadcast. The result has been a boom in sponsored newscasts and at present there is no let-up in sight of advertisers who want newscasts. The newscasts have also increased the listening time of every station's audience, so that many advertisers are finding radio a better buy than before the war.

There has been a great increase since September of spot announcement campaigns by national as well as local advertisers, although there has been no curtailment in quarter-hour spot advertising. As one station representative explained there has been a limited development in the amount of spot time taken by various advertisers, such as an advertiser who before the war broadcast five times weekly with a 15-minute program now uses three quarter-hours and a half-hour weekly.

Government war expenditures will go a long way to making 1940 a banner year for broadcast advertising. The Dominion itself is spending $1,000,000 a day to pay for the war, most of it spent in Canada. In addition Great Britain and France have orders for munitions, planes, foods, and ships in Canada, which will help cut down on unemployment. Since the start of the war there has already been an improvement in the number of employed, and relief rolls are rapidly diminishing. And Canada is looking for a boom in the tourist business this winter as well as next summer, with American exchange in favor of the visitor by 10% and European tourist areas out-of-bounds for most Americans.

While considerable time is being cleared these days by the Canadian Broadcasting Corp. on its national network for "must" talks from Ottawa by members of the Government from the Prime Minister through Cabinet members down to official spokesmen and authorities, the war has otherwise not affected program ideas greatly. There has been a revival of old songs, both folk songs and war songs, which is expected to continue. Quiz programs are still popular and are expected to remain so for at least the first half of 1940, several new quiz programs being scheduled to start soon. Dramatic plays are growing in number. A development of the past year has been the sponsorship of a number of sustaining CBC shows, variety and musical.

Came the War!

Immediately after declaration of war Sept. 3 there was a temporary slump in fall bookings, but there have been no cancellations of planned campaigns to speak of. One or two advertisers whose output is now largely taken care of by Government orders have not gone through with the campaigns planned, but these are exceptions. As one station representative reported, station time bookings on the group of stations represented by his firm have increased by 50% for the 1939-40 season. An advertising agency executive reported that he expects to see a 40% increase in 1940 in the business placed on radio from his agency.

Transcription firms hope that the exchange situation, with United States funds at a premium of 11% in Canada, will mean more business for them in the new year. Most recorded shows still come from the United States, although there is an increase in the amount of records made from master discs imported, which is likely to increase.

So much time has been signed in daytime hours by national spot and spot announcement campaigns that some broadcasters believe local advertisers will place business in evening time, if any can be found.

There is no figure available on the total broadcasting business in 1939, and estimates are unreliable. Broadcasters in Canada hold that the less said about their total bookings the better, and point to United States situations such as ASCAP, musicians and artists unions, recording company fees, as examples of what would happen in Canada if information was given as to how much total business was placed on Canadian broadcasting stations. Nevertheless the entire Canadian broadcasting industry is of the opinion that 1939 was better than 1938, and that business in 1940 will be on the upgrade.

EDWARD McHUGH, noted as *The Gospel Singer* formerly under sponsorship of Procter & Gamble Co., Cincinnati, both live and via transcription, on Dec. 18 returned to NBC-Red with his songs on a quarter-hour sustaining program, after an absence from the network of almost six months.

IN NEW YORK

HOTEL

McALPIN

"A Great Hotel"

McALPIN
IS NEAR TO
BUSINESS CENTERS
Empire State Building ½ block away.
ENTERTAINMENT CENTERS
3 Minutes to Times Square.
SHOPPING AREA
In the vicinity of the city's largest department stores.
1 BLOCK FROM PENNSYLVANIA R. R. STATION
7 MINUTES TO GRAND CENTRAL TERMINAL
B. & O. MOTOR COACHES STOP AT OUR DOOR

•

FROM $3.00 A DAY, SINGLE • *FROM* $4.50 DOUBLE
LARGE, BRIGHT ROOMS, NEWLY FURNISHED!
NEWLY DECORATED! EACH WITH PRIVATE BATH!

•

CONVENIENT TO BROADCASTING OFFICES

•

HOTEL

McALPIN

BROADWAY AT 34th STREET, NEW YORK

Under KNOTT Management JOHN J. WOELFLE, *Manager*

Adams to Colgate-Palmolive

JAMES S. ADAMS, vice-president and general manager of Benton & Bowles, New York, has resigned his position to become executive vice-president of Colgate-Palmolive-Peet Co., Jersey City, N. J., one of the agency's accounts. Theodore L. Bates, vice-president of Benton & Bowles, takes over the principal contact position between the agency and the Colgate Co., succeeding Mr. Adams.

SURVEY PROBLEMS

. . . should be given to Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

THE HOOPER HOLMES BUREAU, INC
105 MAIDEN LANE, NEW YORK

Late Personal Notes

CLARENCE H. CALHOUN, Atlanta attorney associated with WGST, Atlanta CBS outlet, is serving in an advisory capacity as directing head of the station since the retirement of W. H. (Slim) Summerville, as manager last month to become general manager of WWL, New Orleans, it was announced Dec. 27 by Sam Pickard, lessor of the station. A successor to Mr. Summerville will not be named, Mr. Pickard said. He declared the station is well-organized and that it can function properly under the executive advisory direction of Mr. Calhoun.

ROBERT JENNINGS has been elected vice-president in charge of radio by H. W. Kastor & Sons, Chicago agency. William H. Kearns, P & G account executive of the agency, also has been elected to a vice-presidency.

ROBERT STEVENS has joined the sales staff of WHBQ, Memphis. Sam Gordon, new to radio, has joined the continuity department and Norman Burnette, the announcing staff of the station, replacing Charles Walters.

HORACE SCHWERIN, research and media director of Austin & Spector Co., New York, has also been named secretary of the company. Daniel Rodgers, formerly assistant director of research, has been appointed space buyer, and Dorothy McGoldrick, formerly in the space department of Swafford & Koehl, New York, has become manager of the contract department.

PAUL M. SEGAL, Washington radio attorney, and Mrs. Segal on Dec. 27 became the parents of an 8 lb. 9 oz. son. They now have three sons and three daughters.

HERB GILLELAND, formerly promotion manager of WSGN, Birmingham, has joined the staff of WTOL, Toledo, in the same capacity. A graduate of Grand Rapids College, Gilleland was in advertising and newspaper promotion work before entering radio in 1932. Before going to Birmingham he was at CKLW, Detroit-Windsor, as production and promotion manager.

RON JENKINS, formerly of WSOC, Charlotte, N. C., and WQAM, Miami, Fla., has joined WJNO, West Palm Beach, Fla., as program director.

EDW. B. BURRAGE, for the last four years with the sales department of Ely & Walker Dry Goods Co., St. Louis, has joined the new business department of The Ridgeway Co., St. Louis agency.

H. M. BEVILLE, Jr., research director of NBC, has been elected 1940 treasurer of the New York chapter of the American Marketing Association.

MARY KNIGHT, formerly of Steve Hannigan publicity agency, and previously in the special features department of Scripps-Howard Newspapers and with United Press in Paris, has been named publicity director of Erwin, Wasey & Co., New York. She succeeds Reuben Peterson Jr., who has resigned to go into legislative public relations work for Petroleum Industries and various automotive organizations.

BOB CUNNINGHAM, night supervisor-announcer of WBBM, Chicago, underwent an appendectomy Dec. 24. Walter Preston, producer of *Scattergood Baines* serial, suffered severe head injuries in an automobile crash Dec. 26. Boris Aplon, of the *Scattergood* cast was bruised Dec. 27 when his car was demolished.

GLADYS HALL, secretary to Harry C. Butcher, CBS Washington vice-president, has entered Emergency Hospital, Washington, for an operation.

WILLIAM CLINE, sales manager of WLS, Chicago, has regained his voice following a severe case of laryngitis which left him speechless for three weeks.

JAY SIMS, announcer of WBBM, Chicago, is the father of a baby girl born Dec. 23.

EVANS WHITT MacDOWALL, of the engineering staff of WJNO, West Palm Beach, Fla., is the father of a girl born recently, his fourth daughter.

HUNTER REEMS, of the sales staff of WJNO, West Palm Beach, Fla., is the father of a boy born recently.

GEORGE LUCKEY, chief engineer of WORL, Boston, is the father of a boy born Dec. 19.

HELEN HOWORTH PERRY is to return to the production department of WORL, Boston, on Jan. 2, after a three-month illness.

ROBERT W. S. STINSON has resigned from N. W. Ayer & Son, Philadelphia, to become assistant to Robert M. Fuoss, *Saturday Evening Post* promotion head, as of Jan. 1.

BUELL HERMAN, formerly of the spot sales department of NBC in Chicago, is to join the Chicago office of The Katz Agency, effective Jan. 1.

HORACE FEYHL, production manager of WCAU, Philadelphia, has been transferred to the position of night manager, while Harry Ehrhardt, a member of the technical staff, has been made assistant night manager. Charles Di'Klyn of RCA-Victor replaces Mr. Feyhl as production manager. Lou Fischer of WCAM, Camden, and Hugh Ferguson of WFMD, Fredericksburg, Md., have joined the announcing staff of WCAU.

DON MARTIN, Allan Forte, announcers of WFIL, Philadelphia, and Saul Waldbaum, legal counsel to the station, recently became fathers of baby sons.

Parks Sues Cantor

BERT PARKS, Hollywood announcer, in mid-December filed a breach of contract suit in Los Angeles Superior Court against Eddie Cantor, film and radio comedian, for salary on a 26-week contract and damages to his career. Parks asks wages amounting to $2,200 and $5,000 for being kept off a Cantor program to the alleged detriment of his earning capacity.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St. New York, N. Y.

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg. San Francisco, Cal.

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Local Salesman for independent station with network affiliation in city of 50,000 population. Must have experience. Apply Box A635, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesman with thorough experience in local station sales. Must have a record of 80% feature or idea sales. Location middle west. Box A638, BROADCASTING.

Situations Wanted

Program Director-Announcer-Organist; desires advancement. Eight years experience. Single. Box A636, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A633, BROADCASTING.

Engineer: Now employed by network station desires to make change. Experienced in all phases of broadcast and high frequency work. Interested in construction. Married. A-1 references. Travel, or foreign locale no objection. Box A634, BROADCASTING.

Assistant Manager Midwest station who is also an experienced sports editor and announcer 4 years experience would like to change field of operations. Thorough knowledge of sports with background of major college playing experience mid-western reputation as sports official and coach. A.B. degree. Good voice. Age 33. Box A637, BROADCASTING.

Wanted to Lease

Would like to lease a condemned 5,000 Wt. transmitter for research work. Box A639, BROADCASTING.

For Sale—Equipment

HRO Jr. Receiver, coils for Transradio frequencies. Used few months. Guaranteed. Complete $95.00. KOTN, Pine Bluff, Arkansas.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

FTC Reports Growing Activity in 1939 In Its Scrutiny of Broadcast Scripts

OF THE 643,796 commercial radio continuities examined by the Radio & Periodical Division of the Federal Trade Commission during the fiscal year ended June 30, 1939, 29,143, or about 5% of the scripts were marked for further study to check for possible representations that might be false or misleading, according to the FTC Annual Report made public Dec. 29. The FTC in its report also indicated that of 600 stipulations approved during the fiscal year, 329 had to do with misleading advertising in either publications or radio broadcasts.

During the same period the FTC, through the Radio & Periodical Division, received 626,293 copies of commercial radio continuities, amounting to 1,384,448 pages of typewritten script, and including 860,908 pages of individual station script from 616 stations, and 523,540 pages from national and regional networks. Reading an average of 4,539 pages each working day, the Division staff read and examined a total of 1,384,353 pages during the 12-month period.

Products Involved

Classified according to products, the questioned advertising culled by the Division indicated that drug products accounted for 42.4% of the questionable representations; cosmetics and toiletries, 10.4%; food products and beverages, 7.8%; health devices, 2.1%; commodity sales promotion plans, 6.8%; automobile, radio, refrigerator and other equipment lines, 5.3%; correspondence courses, 3.3%; and other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc., 21.9%.

Drug preparations, cosmetics, health devices, and contrivances and food products accounted for 62.7% of the advertised articles given legal review during the fiscal year, the report showed. The report also stated that since a substantial portion of the advertising relating to drug preparations contained flagrant misrepresentations or representations which disclosed possible injurious results to the public, this category was given preferred attention.

During the year the Radio & Periodicals Division sent questionnaires to advertisers in 679 cases and to advertising agencies in 44 cases, negotiated 230 stipulations accepted and approved by the Commission for discontinuance of misleading representations, and settled or closed by its various methods of procedure 394 such cases. These were not broken down in the report as between radio and publications.

In 26 cases the issuance of complaint was recommended, 18 for failure to stipulate and eight without giving the advertiser an opportunity to stipulate because of gross deception or danger to the public involved in the practice. In 15 cases previously settled by stipulation complaints were recommended for violation of the terms of those stipulations.

In 135 cases the Division recommended filing the assembled data and closing the cases without prejudice. Four cases were closed because the Post Office Department had issued fraud orders against the advertisers and 11 because the Post Office Department had accepted affidavits of discontinuance of business from the parties concerned. Others were closed because, prior to the FTC contact, the advertisers had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims. Pending before the Division on June 30, 1939, were 743 cases, compared with 414 on July 1, 1938, according to the report.

Radio's Response

In its examination of advertising, the report stated, the FTC's only purpose is to prevent false and misleading advertisements and it does not undertake to dictate what an advertiser shall say, indicating rather what he may not say under the law. It commented also that the FTC believes its work has contributed substantially to the improvement that has been evident in recent years in the character of all advertising generally and that with the increased facilities and personnel provided by the Radio & Periodical Division, together with a gradual increase in the extent of its survey over the advertising field, such gains as have been made will not only be maintained but continually increased.

In reviewing radio advertising copy the FTC, through the Radio & Periodical Division, issues calls to individual radio stations generally four times annually, although frequency of calls to individual broadcasters is varied from time to time, dependent principally upon power, service area, and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein hookups involve two or more stations. Producers of electrical transcriptions submit monthly returns of typed copies of the commercial portions of all recordings produced by them for broadcast purposes. This material is supplemented by periodical reports from individual stations, listing the programs of recorded commercial transcriptions and other essential data.

In the report the FTC stated that the combined radio material received by the Division furnishes "representative and specific information on the character of current broadcast advertising which is proving of great value in the efforts to prevent false and misleading representations".

FTC surveillance of commercial radio scripts was started in 1934, but an expanded review technique was developed with establishment of the Radio & Periodical Division in October, 1938, under direction of PGad B. Morehouse. The Division superseded the Special Board of Investigation which previously had handled this type of work, and was established to conduct preliminary investigations in discharging the additional duties devolving upon the FTC with enactment of the Wheeler-Lea Act, amending and expanding the Federal Trade Commission Act.

PROXY for Father Goose is H. J. Quilliam, manager of KIRO, Seattle, as he presents Christmas gifts to Children's Orthopedic Hospital, which Mrs. H. J. Cowell, hospital board chairman, accepts for the youngsters. *Father Goose* programs are declared to be excellent goodwill builders for KIRO.

Paramount Spots

PARAMOUNT PICTURES, New York, in its campaign of spot announcements on New York stations promoting the current attraction at the Paramount Theater, sponsored a third series during the last two weeks in December for "Gulliver's Travels". Stations used were WNEW, WJZ, WQXR and WMCA. Buchanan & Co., New York, has the account.

DAMAGE suit of Hagstrom Co. against WBNX Broadcasting Co., New York, and Allied Research Laboratories has been settled out of court following a decree on stipulation handed down in New York Federal Court dismissing the action. Hagstrom Co. had charged that a WBNX war coverage map infringed on its maps.

$ $

IT'S THE PAYROLL THAT MAKES THE MARKET

. . . and Worcester is a bona fide market with a payroll index of 99%, based on 1928 taken as 100%.

WTAG
WORCESTER, MASS.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

WRNX
5000 WATTS
DAYS
Coming events cast their shadows.
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Your Radio Dollar
buys a plenty in OKlahoma

All Mutual Outlets

FOR INSTANCE Quarter-hour afternoon shows, two per week for 26 weeks, give you coverage of 6000 Radio Homes for every dollar—.0166 cents per radio home, on

THE OKlahoma Network
OK for OKlahoma

Nationally represented by
BURN SMITH COMPANY, INC.
New York • Chicago • Detroit • Atlanta

Adams to Colgate-Palmolive

JAMES S. ADAMS, vice-president and general manager of Benton & Bowles, New York, has resigned his position to become executive vice-president of Colgate-Palmolive-Peet Co., Jersey City, N. J., one of the agency's accounts. Theodore L. Bates, vice-president of Benton & Bowles, takes over the principal contact position between the agency and the Colgate Co., succeeding Mr. Adams.

SURVEY PROBLEMS

. . . should be given to Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

THE HOOPER HOLMES BUREAU, INC.
105 MAIDEN LANE, NEW YORK

Late Personal Notes

CLARENCE H. CALHOUN, Atlanta attorney associated with WGST, Atlanta CBS outlet, is serving in an advisory capacity as directing head of the station since the retirement of W. H. (Slim) Summerville, as manager last month to become general manager of WWL, New Orleans, it was announced Dec. 27 by Sam Pickard, lessor of the station. A successor to Mr. Summerville will not be named, Mr. Pickard said. He declared the station is well-organized and that it can function properly under the executive advisory direction of Mr. Calhoun.

ROBERT JENNINGS has been elected vice-president in charge of radio by H. W. Kastor & Sons, Chicago agency. William H. Kearns, P & G account executive of the agency, also has been elected to a vice-presidency.

ROBERT STEVENS has joined the sales staff of WHBQ, Memphis. Sam Gordon, new to radio, has joined the continuity department and Norman Burnette, the announcing staff of the station, replacing Charles Walters.

HORACE SCHWERIN, research and media director of Austin & Spector Co., New York, has also been named secretary of the company. Daniel Rodgers, formerly assistant director of research, has been appointed space buyer, and Dorothy McGoldrick, formerly in the space department of Swafford & Koehl, New York, has become manager of the contract department.

PAUL M. SEGAL, Washington radio attorney, and Mrs. Segal on Dec. 27 became the parents of an 8 lb. 9 oz. son. They now have three sons and three daughters.

HERB GILLELAND, formerly promotion manager of WSGN, Birmingham, has joined the staff of WTOL, Toledo, in the same capacity. A graduate of Grand Rapids College, Gilleland was in advertising and newspaper promotion work before entering radio in 1932. Before going to Birmingham he was at CKLW, Detroit-Windsor, as production and promotion manager.

RON JENKINS, formerly of WSOC, Charlotte, N. C., and WQAM, Miami, Fla., has joined WJNO, West Palm Beach, Fla., as program director.

EDW. B. BURRAGE, for the last four years with the sales department of Ely & Walker Dry Goods Co., St. Louis, has joined the new business department of The Ridgeway Co., St. Louis agency.

H. M. BEVILLE, Jr., research director of NBC, has been elected 1940 treasurer of the New York chapter of the American Marketing Association.

MARY KNIGHT, formerly of Steve Hannigan publicity agency, and previously in the special features department of Scripps-Howard Newspapers and with United Press in Paris, has been named publicity director of Erwin, Wasey & Co., New York. She succeeds Reuben Peterson Jr., who has resigned to go into legislative public relations work for Petroleum Industries and various automotive organizations.

BOB CUNNINGHAM, night supervisor-announcer of WBBM, Chicago, underwent an appendectomy Dec. 24. Walter Preston, producer of *Scattergood Baines* serial, suffered severe head injuries in an automobile crash Dec. 26. Boris Aplon, of the *Scattergood* cast was bruised Dec. 27 when his car was demolished.

GLADYS HALL, secretary to Harry C. Butcher, CBS Washington vice-president, has entered Emergency Hospital, Washington, for an operation.

WILLIAM CLINE, sales manager of WLS, Chicago, has regained his voice following a severe case of laryngitis which left him speechless for three weeks.

JAY SIMS, announcer of WBBM, Chicago, is the father of a baby girl born Dec. 23.

EVANS WHITT MacDOWALL, of the engineering staff of WJNO, West Palm Beach, Fla., is the father of a girl born recently, his fourth daughter.

HUNTER REEMS, of the sales staff of WJNO, West Palm Beach, Fla., is the father of a boy born recently.

GEORGE LUCKEY, chief engineer of WORL, Boston, is the father of a boy born Dec. 19.

HELEN HOWORTH PERRY is to return to the production department of WORL, Boston, on Jan. 2, after a three-month illness.

ROBERT W. S. STINSON has resigned from N. W. Ayer & Son, Philadelphia, to become assistant to Robert M. Fuoss, *Saturday Evening Post* promotion head, as of Jan. 1.

BUELL HERMAN, formerly of the spot sales department of NBC in Chicago, is to join the Chicago office of The Katz Agency, effective Jan. 1.

HORACE FEYHL, production manager of WCAU, Philadelphia, has been transferred to the position of night manager, while Harry Ehrhardt, a member of the technical staff, has been made assistant night manager. Charles Di'Klyn of RCA-Victor replaces Mr. Feyhl as production manager. Lou Fischer of WCAM, Camden, and Hugh Ferguson of WFMD, Fredericksburg, Md., have joined the announcing staff of WCAU.

DON MARTIN, Allan Forte, announcers of WFIL, Philadelphia, and Saul Waldbaum, legal counsel to the station, recently became fathers of baby sons.

Parks Sues Cantor

BERT PARKS, Hollywood announcer, in mid-December filed a breach of contract suit in Los Angeles Superior Court against Eddie Cantor, film and radio comedian, for salary on a 26-week contract and damages to his career. Parks asks wages amounting to $2,200 and $5,000 for being kept off a Cantor program to the alleged detriment of his earning capacity.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2946
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St. New York, N. Y.

Martin V. Kiebert, Jr.
Consulting Radio Engineer
associated with Jansky & Bailey
Russ Bldg. San Francisco, Cal.

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Local Salesman for independent station with network affiliation in city of 50,000 population. Must have experience. Apply Box A635, BROADCASTING.

Employees—Let us help you get a position through our National Radio Employment Bureau. Paramount Distributors, Box 864, Denver, Colo.

Salesman with thorough experience in local station sales. Must have a record of 80% feature or idea sales. Location middle west. Box A638, BROADCASTING.

Situations Wanted

Program Director-Announcer-Organist; desires advancement. Eight years experience. Single. Box A636, BROADCASTING.

Announcer wants position with station. Write continuity, news, programming, references. Box A633, BROADCASTING.

Engineer: Now employed by network station desires to make change. Experienced in all phases of broadcast and high frequency work. Interested in construction. Married. A-1 references. Travel, or foreign locale no objection. Box A634, BROADCASTING.

Assistant Manager Midwest station who is also an experienced sports editor and announcer 4 years experience would like to change field of operations. Thorough knowledge of sports with background of major college playing experience midwestern reputation as sports official and coach. A.B. degree. Good voice. Age 33. Box A637, BROADCASTING.

Wanted to Lease

Would like to lease a condemned 5,000 Wt. transmitter for research work. Box A639, BROADCASTING.

For Sale—Equipment

HRO Jr. Receiver, coils for Transradio frequencies. Used few months. Guaranteed. Complete $95.00. KOTN, Pine Bluff, Arkansas.

For Rent—Equipment

G. R. standard signal generator, radio detector, G. R. radio frequency bridge for making antenna impedance measurements; oscillographs, distortion measuring equipment, RCA 75B field intensity meter for rent at reasonable rates. Allied Research Laboratories, 260 E. 161st St., New York City.

FTC Reports Growing Activity in 1939 In Its Scrutiny of Broadcast Scripts

OF THE 643,796 commercial radio continuities examined by the Radio & Periodical Division of the Federal Trade Commission during the fiscal year ended June 30, 1939, 29,143, or about 5% of the scripts were marked for further study to check for possible representations that might be false or misleading, according to the FTC Annual Report made public Dec. 29. The FTC in its report also indicated that of 600 stipulations approved during the fiscal year, 329 had to do with misleading advertising in either publications or radio broadcasts.

During the same period the FTC, through the Radio & Periodical Division, received 626,293 copies of commercial radio continuities, amounting to 1,384,448 pages of typewritten script, and including 860,908 pages of individual station script from 616 stations, and 523,540 pages from national and regional networks. Reading an average of 4,539 pages each working day, the Division staff read and examined a total of 1,384,353 pages during the 12-month period.

Products Involved

Classified according to products, the questioned advertising culled by the Division indicated that drug products accounted for 42.4% of the questionable representations; cosmetics and toiletries, 10.4%; food products and beverages, 7.8%; health devices, 2.1%; commodity sales promotion plans, 6.8%; automobile, radio, refrigerator and other equipment lines, 5.3%; correspondence courses, 3.3%; and other merchandise and industrial products, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc., 21.9%.

Drug preparations, cosmetics, health devices, and contrivances and food products accounted for 62.7% of the advertised articles given legal review during the fiscal year, the report showed. The report also stated that since a substantial portion of the advertising relating to drug preparations contained flagrant misrepresentations or representations which disclosed possible injurious results to the public, this category was given preferred attention.

During the year the Radio & Periodicals Division sent questionnaires to advertisers in 679 cases and to advertising agencies in 44 cases, negotiated 230 stipulations accepted and approved by the Commission for discontinuance of misleading representations, and settled or closed by its various methods of procedure 394 such cases. These were not broken down in the report as between radio and publications.

In 26 cases the issuance of complaint was recommended, 18 for failure to stipulate and eight without giving the advertiser an opportunity to stipulate because of gross deception or danger to the public involved in the practice. In 15 cases previously settled by stipulation complaints were recommended for violation of the terms of those stipulations.

In 135 cases the Division recommended filing the assembled data and closing the cases without prejudice. Four cases were closed because the Post Office Department had issued fraud orders against the advertisers and 11 because the Post Office Department had accepted affidavits of discontinuance of business from the parties concerned. Others were closed because, prior to the FTC contact, the advertisers had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims. Pending before the Division on June 30, 1939, were 743 cases, compared with 414 on July 1, 1938, according to the report.

Radio's Response

In its examination of advertising, the report stated, the FTC's only purpose is to prevent false and misleading advertisements and it does not undertake to dictate what an advertiser shall say, indicating rather what he may not say under the law. It commented also that the FTC believes its work has contributed substantially to the improvement that has been evident in recent years in the character of all advertising generally and that with the increased facilities and personnel provided by the Radio & Periodical Division, together with a gradual increase in the extent of its survey over the advertising field, such gains as have been made will not only be maintained but continually increased.

In reviewing radio advertising copy the FTC, through the Radio & Periodical Division, issues calls to individual radio stations generally four times annually, although frequency of calls to individual broadcasters is varied from time to time, dependent principally upon power, service area, and the advertising record of certain types of stations, as disclosed in analyses of previous advertising reviews.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein hookups involve two or more stations. Producers of electrical transcriptions submit monthly returns of typed copies of the commercial portions of all recordings produced by them for broadcast purposes. This material is supplemented by periodical reports from individual stations, listing the programs of recorded commercial transcriptions and other essential data.

In the report the FTC stated that the combined radio material received by the Division furnishes "representative and specific information on the character of current broadcast advertising which is proving of great value in the efforts to prevent false and misleading representations".

FTC surveillance of commercial radio scripts was started in 1934, but an expanded review technique was developed with establishment of the Radio & Periodical Division in October, 1938, under direction of PGad B. Morehouse. The Division superseded the Special Board of Investigation which previously had handled this type of work, and was established to conduct preliminary investigations in discharging the additional duties devolving upon the FTC with enactment of the Wheeler-Lea Act, amending and expanding the Federal Trade Commission Act.

PROXY for Father Goose is H. J. Quilliam, manager of KIRO, Seattle, as he presents Christmas gifts to Children's Orthopedic Hospital, which Mrs. H. J. Cowell, hospital board chairman, accepts for the youngsters. *Father Goose* programs are declared to be excellent goodwill builders for KIRO.

Paramount Spots

PARAMOUNT PICTURES, New York, in its campaign of spot announcements on New York stations promoting the current attraction at the Paramount Theater, sponsored a third series during the last two weeks in December for "Gulliver's Travels". Stations used were WNEW, WJZ, WQXR and WMCA. Buchanan & Co., New York, has the account.

DAMAGE suit of Hagstrom Co. against WBNX Broadcasting Co., New York, and Allied Research Laboratories has been settled out of court following a decree on stipulation handed down in New York Federal Court dismissing the action. Hagstrom Co. had charged that a WBNX war coverage map infringed on its maps.

$ $

IT'S THE PAYROLL THAT MAKES THE MARKET

. . . and Worcester is a bona fide market with a payroll index of 99%, based on 1928 taken as 100%.

WTAG
WORCESTER, MASS.
NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

WRNX
5000 WATTS
DAYS
Coming events cast their shadows.
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Your Radio Dollar
buys a plenty in OKlahoma

All Mutual Outlets

FOR INSTANCE Quarter-hour afternoon shows, two per week for 26 weeks, give you coverage of 6000 Radio Homes for every dollar—.0166 cents per radio home, on

THE OKlahoma Network
OK for OKlahoma

Nationally represented by
BURN SMITH COMPANY, INC.
New York • Chicago • Detroit • Atlanta

CLARK
FOR
QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING
★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

CLARK
PHONOGRAPH
RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

Year of Service

(Continued from page 14)

repeats itself, the pendulum will swing too far and overproduction will result."

Frequency modulated broadcasting "points the way to a greatly improved service for the consumer", Dr. Baker stated. "This system of broadcasting has three distinct advantages—high fidelity, considerable reduction in static, and extension of the service area of ultra-high frequency transmission. When frequency modulated wave service is available on a national basis, it may be expected that the present type of broadcast receiver will gradually be replaced by equipment capable of receiving both amplitude and frequency modulated wave transmissions."

Broadcasting's 'Greatest Year'

Neville Miller, NAB president, called 1940 American broadcasting's "greatest year."

"Its service to church, to school and to home has never been more needed, nor better conceived," he said. "It has promoted tolerance and understanding; stressed the need for cooperative living in a world elsewhere torn apart by racial and religious intolerance. It has kept its listeners abreast of every important development at home and abroad, instantly and fairly. It has cooperated with the press to make the American people what President Roosevelt has described as the best informed people in the world."

"Its economic base has been fortified. It has enjoyed an expansion of business in the past year and faces a New Year of still further expansion. Yet competitive activity within the industry has never been more vigorous or as varied: competition for listeners, competition for business, keynote of the American System of Broadcasting.

"It has embarked upon a democratic plan of voluntary self-regulation and has earned a greater degree of public confidence thereby. It has proven it can itself shoulder its social obligations in a manner responsive to public taste and changing conditions."

HUGH OKESON, engineer of WHK-WCLE, Cleveland, recently found a pearl in an oyster served at his home during a family dinner. The pearl, although about one-third inch in diameter, was not of high value because of imperfections.

Factories Humming,
Everyone Buying!
in
PONTIAC
MICHIGAN
where
WCAR
has won instant
public approval!
1000
Streamlined
Watts!

James Roosevelt Group Asks California Charter

ARTICLES of incorporation for Globe Productions Inc., Hollywood, have been filed in Sacramento, Cal. James Roosevelt, son of the President; J. F. T. O'Connor, former Federal Comptroller of the Currency, and Frances H. Hole, an employe in the latter's Los Angeles law office, are listed as incorporators.

Anticipating future use of films in television, the corporation was organized to "own, lease or otherwise acquire theaters and broadcasting stations", and to "manufacture, buy or hire any kind of still or motion pictures". The firm, it is understood, is financed by groups in Chicago and New York which are reported to have pooled better than $7,500,000 as a starter. Globe Productions will concentrate on motion picture production for the present, according to representatives. No immediate activity in radio or television is contemplated.

Olympic Knitwear Starts

OLYMPIC KNITWEAR, New York, on Jan. 8 will start daily spot announcements on WMCA, New York, promoting its special promotional tie-in for Tish-U-Knit sweaters with the new Metro-Goldwin-Mayer picture "Gone With the Wind." According to Hicks Adv. Agency, New York, handling the account, Olympic has secured exclusive rights with M-G-M for the names of the characters and the picture in connection with the special sweaters. More stations may be added to the campaign later in January.

Mu$ico Technique Cleared

TECHNIQUE of *Mu$ico*, musical contest program on WGN, Chicago, under sponsorship of National Tea Co. was further cleared Christmas Week when a complaint filed with Chicago's Better Business Bureau was dropped. Details of the complaint were not made public, but after checking a script of *Mu$ico* with H. W. Kastor & Sons Adv. Co., Chicago agency handling the account, the Bureau discontinued its investigation.

LEWIS-HOWE Co., St. Louis (Tums) starting Jan. 3 will give a 1940 Willys Speedway sedan each week for 16 weeks on its *Quicksilver* quiz program, Tuesdays on NBC-Blue, to listeners sending in best sets of Five Star Final riddles. Agency is H. W. Kastor & Sons, Chicago.

PRE-CHRISTMAS reduction in the sale price of DuMont television sets to one-third the list price so stimulated the buying of sets that the company is continuing the price reduction for a longer period. It is understood that other television companies are planning similar reductions.

WFBG
ALTOONA PENN.
providing the ONLY full coverage
of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

Recent Progress Of the Consumer Movement Shown

(Continued from page 15)

for drugs, cosmetics, and a number of more or less luxury items are impossible and impracticable. Grade labels involve the setting of Government standards, and the labeling of products in terms of those standards. For example, the Government might set up a number of grades, A, B, C, D, etc., for a food product. A manufacturer, selling a particular food product, would have to state on his label whether that particular product is A, B, C, etc. standard. The objections voiced to this plan are: It is impracticable; it would lead to undesirable standardization; and the same practical effect is being achieved today by the use of nationally advertised brands. Perhaps this idea involves a possible threat to advertising, since it might reduce the value of advertising as a medium of telling the consumer why a particular product is the one she wants. This is open to debate, and there are those who believe that this system might be worked out, ultimately, without interference with the present system of brands and the advertisement thereof.

Seeks the Truth

Other than this, the consumer movement appears to want the truth, so far as possible, about the products the consumer has to buy. The likelihood of legislation establishing grade labels appears to be rather remote at present, though a bill pending in Congress would establish Government grade standards for products, excluding foods, drugs and cosmetics, which could be used *voluntarily* by manufacturers as a means of describing their products. This generation of consumers probably got as much legislation as they can expect from Congress in the new Food, Drug, & Cosmetic Act, and the Wheeler-Lea amendments to the Federal Trade Commission Act.

The fight for grade labels probably will be continued, but the real chance for constructive action, from the standpoint of all concerned, appears at the present writing to lie in cooperation between the conflicting forces to bring about better mutual understanding and respect, and a meeting-of-the minds. After all, business and advertising might be able to learn a lot from this type of cooperation with responsible consumer leaders, and on the converse, it is entirely possible that consumers might learn something from business and advertising.

This might be a pollyanna-ish approach, or an oversimplification; but it might be preferred to the ostrich policy of denying the existence of the consumer movement as a powerful force in the present democratic set-up, or it might be preferable to the policy of trying to disintegrate the movement by such expedients as the Dies Committee report.

Again, at WLS it's "Christmas Neighbor Time"

WLS and Prairie Farmer are again busy with their annual, mutually sponsored Christmas Neighbors Club.

Each year since 1935, we have conducted this project as a means by which listeners might contribute to the purchase of wheel chairs and radios for childrens' hospitals and other like institutions.

In four holiday seasons, more than $20,000 has been raised for this purpose, and 353 wheel chairs and 287 radio sets purchased and delivered. Last Christmas alone, $6,500 was contributed for this use.

WLS is proud to use its facilities for this purpose—and to help somewhat in making Christmas a happier one for both the givers and the recipients.

We wish you a happy Christmas too.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*

Radio AND Education

REHEARSAL HALL, on the Ohio State U campus, has been remodeled to serve as a broadcast studio for University bands and orchestras. A control room also has been constructed. Prof. Eugene J. Weigel, acting director of the music department, and R. C. Higgy, director of WOSU, the University station, along with Andrew Hammerschmidt, WOSU technical supervisor, superintended the construction.

WGL, Fort Wayne, Ind., has started the new weekly series, *Civic Theater of the Air*, featuring members of the Old Fort Players, dramatic group of the local Civic Theatre. The series, which includes several original experimental radio dramas, is produced by W. Charles Roe, WGL program director.

WOWO-WGL, Fort Wayne, Ind., has lined up a series of more than 20 special programs featuring college talent in Indiana, Ohio and Michigan. The programs are heard at 1 p. m. Saturdays, and each college is given a free hand in producing and announcing its individual half-hour show. Included in the series will be programs by Purdue, Butler, Valparaiso, DePauw and Ohio State universities and several smaller colleges.

DON LEE *School of the Air* is now originating at KFRC, San Francisco on Fridays. Sub-titled *Music Hath Charms*, it features Elbert Lachelle, organist; Cy Trobbe, violinist and KFRC musical director and commentator Jack Murphy. Ben Harkins produces.

FREDERICK L. REDEFER, executive secretary of the Progressive Education Assn., has been added to the Board of Consultants for the CBS *American School of the Air*. The PEA cooperates with CBS in presenting the Monday program series, *Frontiers of Democracy*.

FEATURING the native music of European countries, a new weekly series, *Folk Music of Europe*, started Jan. 1 on stations of the Southern network of MBS. Originating from the Kentucky U studios, the program is heard Mondays, 1:30-1:45 p.m.

THE CBS series *Democracy in Action*, presented in conjunction with the U. S. Office of Education, on Dec. 24 started the first of six documentary broadcasts on Federal security activities, during which the government's work in the field of international trade, labor and public health is explained.

MBS on Jan. 6 will start a series titled *Oberlin on the Air* to be heard on the first Saturday of each month from the Ohio College, featuring debates on various subjects by the Oberlin Forensic Union.

Rapid Progress in Educational Radio Claimed in Report by Dr. Studebaker

NOTEWORTHY progress in the advancement of both American radio and education has been made by the Federal Radio Education Committee since its formation four years ago under the mandate of the FCC, Dr. John W. Studebaker, U. S. Commissioner of Education and chairman of the committee of 40, declared in a report to the FCC dated Dec. 19.

Declaring that the committee was formed as a practical step toward solving the problems of education through radio in democratic American fashion, Dr. Studebaker said he felt the committee had more than justified its creation and has charted a definite future course. He praised the American system of broadcasting and commended the cooperation of the industry as a whole. Asserting there is a mutual necessity that broadcasters and educators work together for the solution of the problems of education through radio, he declared there can be no basic conflict between the two elements, within the proper concept of the American way.

Publications Planned

Dr. Studebaker described the various projects undertaken by FREC with the $250,500 fund established for it. The broadcasting industry voted to contribute $83,000 toward the fund, or one-third, with the Rockefeller and Carnegie Foundations providing the balance. Aside from the specific projects, an Educational Script Exchange was established and more recently a Department of Information was set up.

As a result of the research projects undertaken, a series of publications, to be made available to educators and broadcasters, will be issued during 1940. Supplementing "Forms On the Air" and "Public Service Broadcasting" issued in December, 11 other reports of studies are slated for publication during the year. These include "College Radio Workshops", "Teacher Training and College Courses in Radio", "Radio and Print", "What Can Research Do for Educational Broadcasting", "A Study of Listening Groups", "Radio Councils and Committees", "Station Schools of the Air", "Radio in the Kentucky Mountains", "Civic Broadcasting in Small Communities", "Evaluation of School Broadcasts", and "A Manual on Script Writing".

In his conclusions, Dr. Studebaker stressed the parallel between radio and education. Broadcasters, he said, represent that small group of body politic which has sought and found self-expression through development and administration of radio. "According to their lights," he said, "they have administered this public trust in the public interest and there is no principle in the American philosophy which forbids that they should receive rewards of the kind which accrue to other citizens who find opportunities for self-expression through other commercial or industrial channels. This is basic and undeniable if we are to adhere to the American system of living.

"The maintenance of this system —a system of freedom of expression which demands free communication—is more closely identified with the responsibility of maintaining the American system of freedom in education than with any other force in our scheme of living. Public education is supported and controlled by the public; yet education must make possible freedom to learn if democracy is to be nurtured and developed. Radio, by its nature, must be regulated by the Government, but radio must provide freedom of communication if it, as a powerful instrument of influence, is to strengthen and not stifle the processes of democracy."

The Educational Side

Pointing out that radio differs from other enterprises in the economic structure, Dr. Studebaker said that as an advertising medium its purpose is to sell merchandise. He emphasized, however, that this is not its entire job since the impact of the spoken word upon the radio listener achieves education of some kind in some degree. The other side of the picture, he said, is public service, into which category education falls.

It might be assumed, he declared that any program aimed at achieving education, as that word is popularly understood, is an educational program and that other programs fall beyond the pale. Such a definition, he claimed, obviously would be inadequate. A program sponsored by a toothpaste manufacturer, he pointed out, might promote oral hygiene and thus exert an influence toward commendable objectives of public health, yet its basic purpose would be the sale of toothpaste and hence educators generally would prohibit the use of the program in the classroom because of the advertising features involved.

Citing other instances, Dr. Studebaker said that one of the most important responsibilities which FREC may ultimately be able to discharge will be that of formulating a standard for the classification of programs. Recognizing the limitations of present definitions, the thought arises regarding the purpose of and need for FREC. Among the questions are: How far the broadcaster should go in education? What are the limits of his responsibility? What activities of an educational nature should he undertake? What should he try to teach and how?

The Northwest's Best Broadcasting Buy

WTCN

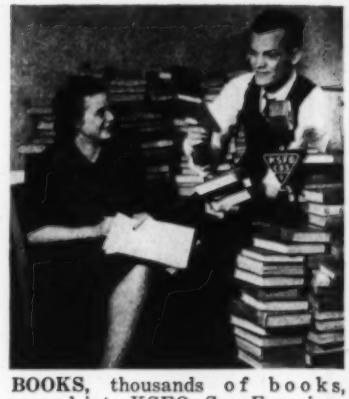
AN NBC STATION

MINNEAPOLIS ST. PAUL

Owned and Operated by MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS

FREE & PETERS, INC. — Natl. Rep.

MORE THAN 200,000 copies of the National Art Society's color reproductions of famous paintings, offered in connection with the NBC-Red weekly *Art For Your Sake*, have been purchased by listeners since the programs started on Oct. 7, 1939. Each of the four portfolios issued to date, embodying all pictures discussed during the season, contains 16 prints suitable for framing, sold at $1 per portfolio or $4 for the set of four.



BOOKS, thousands of books, poured into KSFO, San Francisco, during the Christmas Book Drive conducted on the *Yawn Patrol* by Jack Gregson, m.c., who sits among the volumes with Ethel Blumenthal, of the staff. The books were donated to charity, and the affair will be an annual holiday event.

Thomas and Kaltenborn Lead in 'Fortune' Survey

LOWELL THOMAS and H. V. Kaltenborn led the field of radio commentators listed as favorites by persons expressing a choice on the question, *"Who is your favorite radio news commentator?"*, according to the results of a *Fortune Survey* announced in the January issue of *Fortune* Magazine. With 38.1% of the test group stating no preference and another 7.1% answering "don't know", among the remaining 54.8% actually making a choice 24.8% named Thomas and 20.8% Kaltenborn. These two were rated well ahead of Edwin C. Hill, with 9.3%; Walter Winchell, 6.8%; Boake Carter, 6%; Raymond Gram Swing 3.8%; Elmer Davis, 3.5%, others, 25%.

According to the *Fortune* interpretation of these results, Kaltenborn is the favorite of the upper two brackets of the 54.8%, and of executives, professional people, and business proprietors, while Thomas pleases all the others best. "On public affairs the opinions of their followers do not seem to differ so much as those of (newspaper) column readers, probably because there is less editorializing over the air, and because the broadcasting programs are not mediums of a definite editorial policy as are the newspapers that subscribe to syndicated daily observations," the magazine commented.

WJW

Akron, Ohio

joins

Transcontinental Network

Representatives

HEADLEY-REED COMPANY

CBS TO ORGANIZE EDUCATION BOARD

"TO ADAPT CBS' educational programs better to local needs everywhere and to enable additional thousands of schools to incorporate them in their 1940 curricula," Sterling Fisher, CBS director of education, is planning a nationwide organization of more than 600 educational consultants, to be worked out in cooperation with the National Education Assn.

The board of consultants will include a national committee of six members named by the NEA, and local committees of six members each, appointed by CBS educational directors in important population centers throughout the country.

These local groups "will have a threefold functions," Mr. Fisher stated: "To readjust school schedules to permit maximum classroom use of the CBS *American School of the Air* programs; to cooperate in selecting student groups for weekly local participation in broadcasting, as on the Friday program *This Living World*, during which local stations may insert their own local student forums; and finally, to obtain reports from teachers on pupils' reactions to the broadcasts and make yearly recommendations to CBS."

This development of local participation programs on the *American School of the Air* during 1939 was one of the points mentioned by Mr. Fisher in his summary of the more important educational developments of the network in the past year. Also included was the increase in classrooms using the program from 50,000 to 150,000, and the official adoption of the *school* programs by the NEA, six State boards of education and numerous city boards.

ACA-WCAU Contract

AMERICAN Communications Assn., CIO union, and WCAU, Philadelphia, have negotiated a new contract covering the engineers employed at the station, succeeding the previous contract which expired Oct. 15, 1939. New terms include a 5% increase for the 19 engineers and a rearrangement of the wage scale, raising the average wage to $67. Other conditions are a union shop, sick leave with pay, holiday and overtime pay, 40-hour five-day week, seniority and extra remuneration for master control assignments.

Sustainers Rebroadcast

WEVD, New York, on Jan. 5 starts a new series, *Public Service Program of the Week*, recorded rebroadcasts of the best non-commercial program broadcast each week by any New York station. Leonard Carlton, radio editor of the *New York Post*, and Jo Ranson, radio editor of the *Brooklyn Eagle*, will assist George Field, program director of WEVD, in selecting the programs from advance listings.

RUDOLPH GANZ, noted composer-pianist, conductor and president of Chicago Musical College, has been appointed director of the New York Philharmonic-Symphony Orchestra's *Young People's Concerts* on CBS, succeeding the late Ernest Schelling. Two concert broadcasts that Schelling was to have conducted, Dec. 11 and 23, have been postponed until the end of the season.

NEGRO LISTENING
Chicago Station Makes Study Of Audience Habits

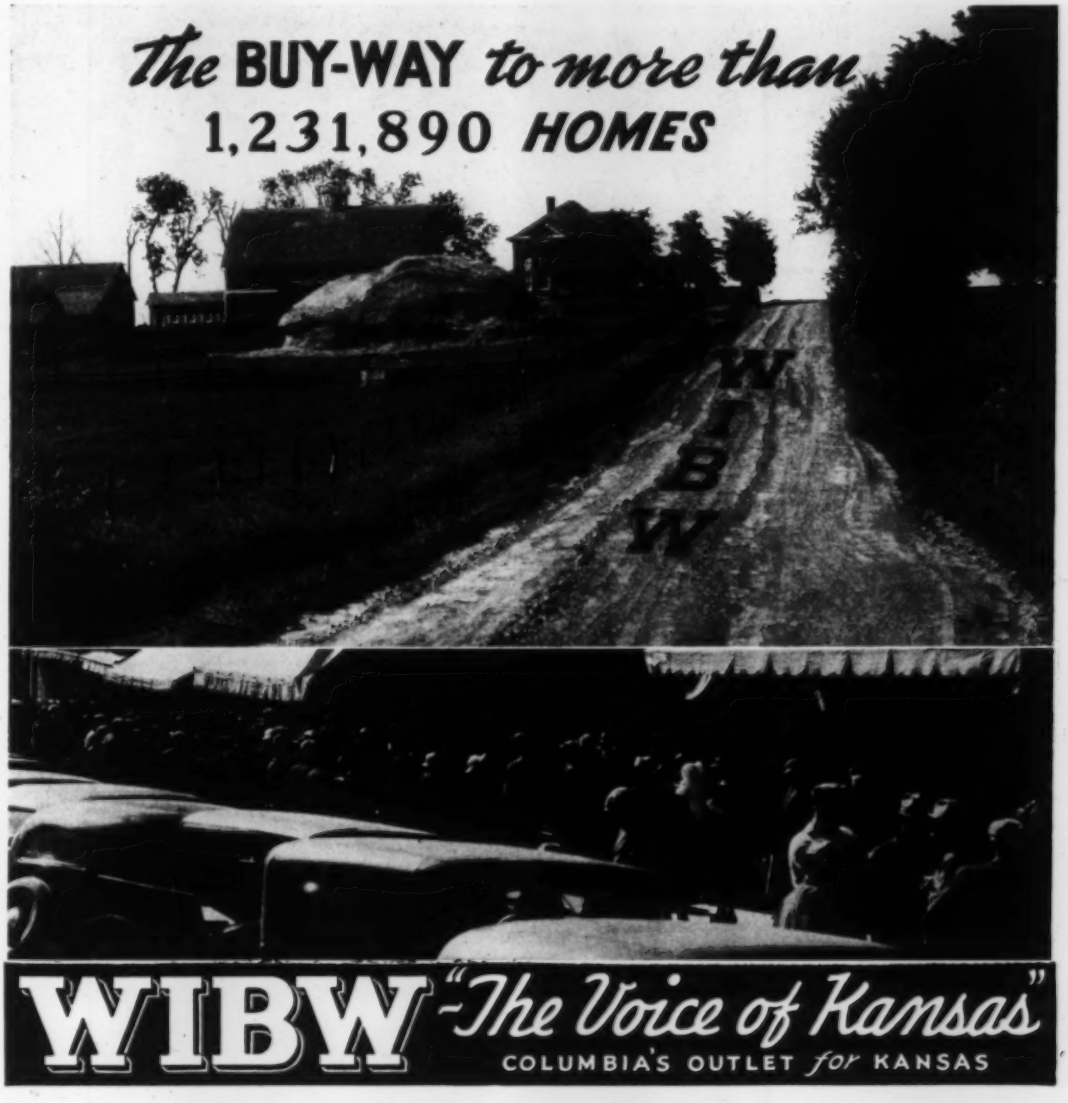
RESULTS of a survey of listening and buying habits of a portion of Chicago's 325,000 colored population are revealed in a brochure published recently by WSBC, Chicago, which in conjunction with its regular operation maintains special studios for its expanding schedule of all-Negro programs. The studios, located in the heart of the Negro district in Chicago's South Side and directed by Jack L. Cooper, are dedicated solely to these programs and are staffed by colored personnel exclusively. The station's first all-Negro programs were carried in November, 1928, and since then the schedule has increased to 5½ hours a week.

According to theWSBC brochure, with figures based on a telephone survey carried on through cooperation of the B. Michelson Co., large clothing and furniture firm catering to the colored trade, 97% of the segment of Negro population contacted listens to the all-Negro programs on WSBC—37% listening to all the programs and 60% to some of them; 85.5% indicated they buy from the sponsors of the programs, and 94.5% said they enjoyed colored talent on the radio. The survey is based on 200 completed calls made from a list of 60,000 active names furnished by the store, 95% of which were Negro customers.

Kaltenborn Daily

H. V. KALTENBORN, CBS news analyst, on Dec. 25 started giving his talks on the network every day except Saturday. Pure Oil Co. continues sponsoring *Kaltenborn Edits the News*, Mondays, Wednesdays and Fridays, 6:30-6:45 p.m., and he is heard sustaining in the same period Tuesdays and Thursdays. On Sundays, Mr. Kaltenborn conducts the closing section of CBS' *The War This Week*, which features reports from CBS correspondents abroad from 7 to 7:30 p.m.

INS has added WSAV, Savannah, as a new subscriber, and on June 1, 1940, adds WFBR, Baltimore.



BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

CHNS
THE KEY STATION OF THE MARITIMES
HALIFAX, N. S.
Is now starting on its fifteenth year of service in Nova Scotia.

We hope 1940 looks as bright from a business viewpoint to you as it does to us.

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

XUM

Mexico Ratifies

(*Continued from page 12*)

operative, the treaty had been ratified by Cuba Dec. 22, 1937; the United States, June 15, 1938; Canada, Nov. 29, 1938. Mexico had been the sole holdout, with the border-station situation apparently the cause despite eager efforts on the part of responsible Mexican broadcasters and radio officials of that country to secure adherence for the good of the technical structure of radio as a whole.

Federal officials in Washington identified with radio were first apprised of the ratification by BROADCASTING. With one accord they expressed deep gratification. Comdr. T. A. M. Craven, member of the FCC, who headed the American delegation to Havana for the treaty-making conferences Nov. 1-Dec. 13, 1937, and who played a leading role in drawing up the accord, said he was delighted. It culminates years of chaotic interference among broadcasting stations on the North American Continent, he said, and will result in improved service throughout North America. It will also permit stabilization of the whole Continental broadcasting structure and, with technical stability achieved, Comdr. Craven foresaw the possibility of eventual longer licenses for broadcasting stations.

May Be Reservations

Comdr. Craven and other officials said they had not been officially notified of Mexico's ratification, but that they would await the official documents with deep interest, particularly since these might contain some reservations. If any reservations are included, they must first be studied and this Government's position as to their acceptability determined. The U. S. has consistently refused to accept any proposed reservations favorable to Mexican-licensed high-power stations along the Rio Grande, built largely with American capital and operating obviously to reach U. S. listeners. There is no reason to expect that it will now deviate from its firm stand against such operations.

Assuming that the treaty is acceptable, and with the four major signatories agreed upon its basic principles, the FCC must next fix an effective date for the reallocations. Six to eight months was the best guess, though the treaty itself provides for one year's time for all countries to place their broadcasting structures under its provisions.

Applications Held Up

Many applications to the Commission for change in facilities, including frequency shifts and power increases, have been held up, along with some applications for new stations, because they conflict with the technical provisions of the treaty which take precedence over all present domestic allocations. However, the Commission and its engineers under A. D. Ring, assistant chief engineer for broadcasting, who was a technical advisor at Havana, have already laid the groundwork for adherence to the treaty by including all technical requirements except changes in frequencies in their recently promulgated Rules and Regulations.

The Commission expects few protests against the new assignments, although perhaps a dozen station operators who claim they will be adversely affected have indicated they will oppose changes which they regard as detrimental to their interests. All of these will be given a chance to be heard, it was indicated. The basic provisions, however, particularly the wave and power standards, must prevail since the treaty has the force of law.

McNaught Syndicate

"And now me radio exercisin' friends, youse can put down yer mitts—an' whiff de mornin's sweet, fresh air again."

BILL DAVIS, transmitter engineer of WTAR, Norfolk, Va., for the last six years, has resigned because of poor health. He will take up residence in Texas.

TUESDAY'S PEAK

8:30-9 p. m. Period Draws Maximum Audience

RADIO Reports by C. E. Hooper, New York, currently show that a higher percentage of radio sets are in use on Tuesday evenings between 8:30 and 9 p.m. (EST) than at any other period throughout the entire week, a higher point registered by the Reports than any time since 1936 when Jack Benny, Eddie Cantor and Major Bowes collectively created radio audiences averaging above 50% of total sets.

The increase during this Tuesday evening period, the company reports, is due to *Information Please*, Canada Dry Cinger Ale's program, the Lewis-Howe Medicine Co. program *Pot O' Gold*, and Quaker Oats Co.'s *Tuesday Night Party*, all on NBC.

Sets-in-use have been on the increase since Labor Day, about 2 percentage points of increase being registered in the Hooper index each month. During the *Pot O' Gold* program, the increase has been about 5 percentage points a month, or 2½ times the average, and when the winning call is placed on that program the actual listening audience to the program ranks sixth among all programs; a position it has attained from a standing start in October, 1939, less than four months ago.

APPLICATION for a shift to the 710 kc. frequency, on which WOR is the dominant station, has been filed with the FCC by KSOO, Sioux Falls, S. D., now on 1110 kc.

SHIPS TO AID OCEAN PLANES

Weather Broadcasts Would Be Used for Proposed New Transatlantic Airplane Service

PLAN to use the radio facilities of regularly operating ships in the North Atlantic for systematically broadcasting weather and flying conditions to planes enroute in transatlantic air service was outlined at a hearing of the Civil Aeronautics Authority early in December by Ford Studebaker, communications supervisor of American Export Airlines.

Successful operation of the ship-plane broadcast idea during survey flights this summer was brought out during the hearing on the application of American Export Airlines, subsidiary of American Export Lines, Atlantic freight and passenger ship operators, for a CAA certificate to establish twice-weekly non-stop air service between the United States and Europe, to supplement the present service offered by Pan American Airways' *Clipper* ships.

Of the 18 steamships in the American Export fleet, from 12 to 14 normally are in transit simultaneously over North Atlantic shipping routes, Mr. Studebaker pointed out. To improve communication between these ships and the planes in the projected transatlantic service all the ships have been equipped with intermediate and high-frequency transmitter equipment, along with suitable receivers and radio direction finders, he stated. In addition, plans have been made to provide two radio operators aboard ship so a continuous watch can be kept during the times an airplane would be in the air on an Atlantic crossing. The augmented radio facilities would improve service for both steamship and aircraft operations, he added.

Through independent checks on prevailing weather conditions, as well as maintenance of communications with weather forecast services on shore, the ships afford a continuous information service for planes in transit as well as a safety factor in case of distress or emergency by supplying data on ship positions and movements. At specified times the Export ships broadcast special weather and position reports during the survey flights, according to the plan, Mr. Studebaker said.

During the summer survey flights, the American Export plane made a total of 59 contacts with American Export Lines' ships on the route from New York to Marseilles and return; 28 on a second round trip, and 94 on a third round trip from New York to Biscarrosse, he said, emphasizing that the ships are fully equipped to provide continuous service of this nature. Mr. Studebaker declared that cooperation of the ships with transatlantic planes would effectively remedy any deficiency of direction-finding and navigational facilities that might result from general dependence on the observations of land stations.

Merchandising Clinic To Test Drug Products Is Established by WLW

A DRUG merchandising clinic has been established by WLW, Cincinnati, to test sales campaigns of WLW-advertised products, it was revealed Dec. 27 by James D. Shouse, Crosley vice-president in charge of broadcasting. The clinic is founded on a group of six drug stores, each such retail unit being recognized as an individual laboratory for the testing of various phases of modern retail merchandising such as displays, their location, price appeal, companion items, etc.

These establishments will be known as "Blue Ribbon Drug Stores". Each has been selected with great care in order that all types of neighborhoods are reached in proper proportion, creating an accurate cross-section of buying desires on the part of consumers.

All information obtained will be made available to manufacturers, advertisers and retail druggists. This, Mr. Shouse pointed out, will result in a definite service to the entire drug industry. In addition, it will provide manufacturers with an opportunity to test merchandising campaigns prior to general use, either regionally or nationally.

Schudt to CBS Recording

WILLIAM A. SCHUDT Jr., formerly manager of WKRC, Cincinnati, recently sold by CBS to the *Cincinnati Times-Star*, has joined Columbia Recording Corp., CBS subsidiary, in charge of its transcription division. Studios are being established in New York and Chicago and will shortly be equipped to handle all types of transcription business. Columbia Recording Corp. is primarily engaged in the production of phonograph records but now proposes to enter the radio transcription field. Whether it will eventually produce a transcription library has not been divulged.

Mr. Schudt

Welch Shifts to Spot

WELCH GRAPE JUICE Co., Westfield, N. Y., has shifted from network to spot on 15 Southern stations of its 58-station NBC-Blue network for *Irene Rich*, aired Sundays, 9:30-10 p.m. The 15 Southern stations formerly carrying the network show now are airing the dramatic program on a spot basis. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Flemolyn Added Spots

ALKINE LABORATORIES, New Brunswick, N. J. (Flemolyn cough remedy) is starting schedules of 70 announcements weekly on WMCA and WHN, New York; WFIL, Philadelphia; WCAE, Pittsburgh. It is already using WNEW, New York, and WDAS, Philadelphia. Agency is Erwin, Wasey & Co., New York.

NEW YEAR'S Day game between Missouri and Georgia Tech in the Orange Bowl in Miami was to be handled over CBS by Ted Husing, with Gillette Safety Razor Co. sponsoring the broadcast.

Electrical Merchandising
"We must have two stations."

Large-Screen Television Will Be Shown by RCA

LARGE-SCREEN television, suitable for use in theatres, with the images projected in movie fashion rather than viewed directly from the end of the receiving tube or from a mirror in the top of the receiver as at home, will be demonstrated by RCA in the near future, probably before the end of January, it has been announced.

This will be the first such demonstration by an American manufacturer, although Baird Television Ltd., an English company, installed its screen receivers in a number of London theatres last year for the reception of the Derby and other major sporting events, and also set up a model set in its New York headquarters to demonstrate the system in this country [BROADCASTING, July 1].

NORTHWEST SURVEY CONDUCTED AT FAIR

A STUDY of the early morning and late evening listening habits in the Northwest, based on interviews with 5,074 visitors at the Minnesota State Fair last summer, has been published by WCCO, Minneapolis, for whom the survey was conducted by Dr. Kenneth H. Baker, professor of psychology, Minnesota U.

Tabulations of answers made by the 4,945 respondents living within a 200-mile radius of the Twin Cities reveal that of all sets, 11.1% are in operation as early as 6 a.m., 24.3% are turned on by 6:30, 56.9% by 7, 65.2% by 7:30 and 69.8% by 8. In the evening hours, 81.6% of those interviewed said that their sets were on at 9:30 p.m., 75.1% at 10, 59.2% at 10:30, 33.8% at 11, 15.3% at 11:30 and 10.1% at midnight. WCCO led in station mentions by listeners in both the early morning and late evening hours.

Visitors, interviewed at random, were 56% women. Of all respondents, 29% owned either cars or telephones, 64% owned both and only 7% neither. Respondents represented 27 States, every county in Minnesota and nearly every county within 200 miles of the Twin Cities, 52% living in cities of 100,000 or over, 29% in rural communities of 2,500 or less, and 19% in towns of from 2,500 to 25,000. Study was made to supplement the facts shown by coincidental telephone surveys for listening between 8 a.m. and 10 p.m.

BIG DIVIDENDS FROM PROMOTION

WFIL Gives 500 Radio Sets to Listeners and Gets Unexpectedly Large Return

By ROGER W. CLIPP
Manager, WFIL, Philadelphia

WHEN news of WFIL's promotion campaign, the give-away of 500 radio sets, first appeared in the trade press, we were swamped with inquiries from station managers all over the country, queries that consistently asked, "How can you do it. Isn't it a costly proposition?"

Mr. Clipp

Our answer is, 'Most emphatically, No!" At this writing WFIL is in the third month of its campaign. Already more than 400 sets have been awarded to Philadelphia listeners and we have completed plans for the indefinite extension of the promotion by purchasing 500 more sets. Our exploitation, known as *WFIL Radio Awards*, is writing broadcasting history in Philadelphia.

And How It Pays!

It has materially increased WFIL's circulation; produced publicity and public attention for the station in quantities that far exceeded our fondest expectations; enhanced good-will among advertisers, dealers, and listeners and in many specific cases produced a backwash of pulling power that redounded to the advantage of sponsors all over our program schedule.

Considering these good points, the $3,500 paid for the sets—at the rate of $7 per set—is a mere pittance, an investment that is paying WFIL far above the conventional 6% in intangible dividends. We have turned down at least six offers from sponsors, and it is our intention to keep the idea "simon pure" as long as we operate it. Our *WFIL Radio Awards* is no flash in the pan, "get rich quick in circulation" promotion. Behind it are months of preparation that represents lots of hard work, research on the part of our legal and promotion departments, innumerable conferences between sales, executive, program, and promotion departments.

We went to work on our *Radio Awards* back in July. Our first problem was to find a program that would be sensational enough to capture the public fancy, yet be sufficiently conservative as to meet all legal requirements. Eventually, it was discovered that it was perfectly all right to make a gift and that there were few if any restrictions as to the methods a donor might make in selecting the donees. Just so long as the listener was not required to do anything to participate, the laws governing the element of chance were held not to be violated.

Possession of this knowledge gave birth to the first half of *WFIL Radio Awards* as it is now being used —the give-away of radio sets and broadcast tickets by telephone, the subscribers being selected at random from the Philadelphia and Philadelphia Suburban Telephone Directories by the spinning of a huge carnival wheel.

You notice that we say radios and broadcast tickets. That is important. To call numbers promiscuously and give radios to all who answer the phone wouldn't help accomplish our purpose—namely, the building of more circulation. As previously mentioned, there are no restrictions on a donor's selection of a donee. So, we give our radio sets to WFIL listeners. The broadcast tickets are awarded to subscribers who do not answer, whose lines are busy, or to those—when contacted—who are not listening to WFIL or to their radio at all. There are no blanks, as every number selected by the wheel either receives a radio or a pair of tickets to a network broadcast emanating from the WFIL Studios.

To serve those without telephones we fell back on an old stand-by, a tried and true mail puller, the *Melody Man* song contest.

We started airing the program Oct. 5 for 15 minutes daily at noon and within a month had increased this initial daily period to three, adding programs at 7:45 a. m. and 3:30 p. m. due to audience popularity.

We spin the wheel and dial our numbers right at the microphone. Listeners hear the whole process, including the studio side of the conversation and oftentimes a repeat of the other end—when, of course, the conversation is repeatable, which isn't always the case.

A Quick Start

The promotion was well exploited and publicized at the start with 5,000 lines of display advertising in three newspapers, 1,000 window cards in radio stores, 25 50-foot painted billboards and 500 dash cards on the local trolley for a month's period, and the program's growth was amazing.

The boom audience that goes with each *Radio Awards* program is carefully cultivated by a system of station sponsorship—by taking over the sponsorship on behalf of our own features, entertainment, service, and otherwise. Our continuity department spends as much care on the copy as they would on a six-a-week strip commercial. The material is short, colorful, and punchy. We never try to sell more than one show or feature on a broadcast. It has become an outstanding program medium for launching new commercial series, calling attention to contests, sponsors' offers, etc.—any place where a little extra support is needed to produce representative response. Even the radio dealers have become more friendly toward WFIL as a result of *Radio Awards*, contrary to original expectations.

In conclusion, we can only add that the $3,500 that *Radio Awards* is costing us, is the cheapest promotion we've ever bought. All of the offsprings from the plan have turned up on the right side of the ledger. There hasn't been a single bug to-date and after having weathered three months of experience, we've arrived at the stage where we don't anticipate any. "How can we do it?" you ask . . . "How did we miss it for so long?" is the answer!

For Late Risers

FOR those who celebrated New Year's Eve and failed to arise by 11 a.m. on Jan. 1, WCKY transcribed the opening session of the new Cincinnati City Council, which met at that hour, and rebroadcast the proceedings at 10:30 p.m. Special interest centered in the meeting since the council selects one of its members as mayor. The WCKY transcription was edited for the rebroadcast, presenting only the most interesting phases of the debate.

FCC Challenges Appellate Power

Files Supreme Court Briefs; Two Rehearings Sought

BRIEFS for further judicial treatment of four separate pending actions have been filed by the FCC and Department of Justice with the U. S. Supreme Court and the U. S. Court of Appeals for the District of Columbia. Acting on a writ of certiorari, briefs were filed with the Supreme Court in both the Heitmeyer and Pottsville cases, each of which involves the question of whether the Court of Appeals had power to issue a writ of mandamus to compel the FCC to reconsider the Heitmeyer and Pottsville applications on the individual original records and without regard to subsequent applications.

A motion for reargument was filed with the Court of Appeals Dec. 16 in applications involving Columbia Broadcasting System of California and Associated Broadcasters Inc., licensee of KSFO, San Francisco, along with a request for oral argument on motion to dismiss involving the applications of Voice of Alabama Inc. and educational institutions constituting the Board of Control of WAPI, Birmingham.

The FCC has requested reargument before the entire membership of the court in order to get a full court ruling on the question of whether or not an appeal can be taken to the court from a refusal of the Commission to give consent to a transfer of station license. In a three-man decision Nov. 29, 1939, the court reversed its previous stand by holding that an appeal could be taken under Section 402(b) of the Communications Act of 1934.

In its motion for reargument the FCC points out the desirability of having the full seven-man court determine the issue conclusively, since opinions on the question have been shown to be widely divergent between individual members of the court. Without a full court determination, the individual opinions would hold, and determination of the question in individual cases as they might occur in the future could vary with the particular justices chosen to hear the cases.

The FCC on Dec. 28 also filed with the Court of Appeals a motion to dismiss the appeal of C. E. Palmer from two FCC orders—one granting the application of Clyde E. Wilson and Howard A. Shuman for a new local station at Hot Springs, Ark., and the other denying Palmer's petition for rehearing and intervention filed in connection with the Wilson and Shuman application.

XUM

Rep. Sweeney Plans to Renew Superpower Drive in Congress

Issues New Breakdown of Clear Channel Survey To Show Day, Night Choice of Rural Audience

SYNCHRONIZED with the convening of the new Congress, a second blast in favor of superpower and clear channels was loosed Dec. 30 by Rep. Martin L. Sweeney (D-O.) in a new analysis of listener preference based on a 14-State survey.

Supplementing his initial announcement Oct. 26 [BROADCASTING, Nov. 1], in which he released the results of a post-card survey of rural listeners, Mr. Sweeney's new breakdown was designed to depict daytime, nighttime, and combined day and night station preferences of rural listeners in the 14 States covered. He frankly admitted, however, that the survey covered only 50,000-watt clear channel stations and did not include other classes of stations in the States affected.

Plans Legislation

Rep. Sweeney already has announced he proposes to introduce legislation, probably at the next session, to protect clear channels and to pave the way for licensing of superpower stations in the interest of rural listeners. In addressing the House last fall, the Congressman lashed out against Mexican border stations using high power and declared they were winning over the rural audiences because of the anti-superpower policy of the FCC.

Because the Sweeney survey covers only 14 States and because the returns were analyzed only in respect to clear channel stations, industry economists feel it could not be viewed as fundamental research material. Rep. Sweeney, however, pointed out that his poll compares favorably with the FCC rural surveys of 1935 and 1937 when WLW was ranked first in 13 States and WLS held second place. The survey employed the same questions used by the FCC. He said he received a 10% return or some 2,500 card replies in response to a mailing of 25,000 post cards to rural box-holders. The States covered were Louisiana, Kentucky, Michigan, West Virginia, North Carolina, Virginia, Mississippi, Florida, Indiana, Ohio, Alabama, Missouri, Kansas and Arkansas.

Rep. Sweeney pointed out that in his new breakdowns he had separated first, second, third and fourth choices in such fashion as to arrive at a final figure which indicates a given station's total number of mentions on the 2,500 cards returned. He said it was his plan to base a speech on the results of the survey, plus developments in allocations since the last session, shortly after Congress convenes this month. The new breakdowns, he declared, would be placed in the *Congressional Record*.

Results of Survey

Daytime breakdown of the Sweeney survey in order of % choice of listeners in all 14 States combined (clear channel stations only):

	First Choice	Second Choice	Third Choice	Fourth Choice
WLW	35.6	26.5	23.8	20.4
WJR	10.0	9.2	7.8	5.0
WWL	8.1	4.1	4.7	4.6
WHAS	7.9	11.1	6.8	6.5
WBT	7.2	4.6	4.7	4.3
WLS	6.7	8.5	3.9	8.9
WRVA	5.2	4.6	1.8	2.6
WSM	3.8	3.8	8.8	8.7
WSB	2.4	3.6	5.3	3.8
WMAQ	1.8	3.2	3.3	2.9
KMOX	1.8	2.2	3.1	4.1
WTAM	1.7	3.3	4.1	4.1
WGN	1.7	4.3	7.8	7.2
KDKA	1.4	3.2	4.1	5.3
KOA	1.3	1.9	1.2	1.2
WEAF	1.3	1.1	1.4	.3
WHO	.8	.6	1.0	.3
WBBM	.6	1.4	2.0	4.1
WJZ	.4	.8	1.5	1.9
WOR	.2	.6	1.0	1.3
WENR	.1	.6	1.2	.7
WOAI	--	.3	.2	.3
WABC	--	--	.4	.4
KFI	--	--	--	--
KNX	--	--	--	--
KSL	--	--	--	.4
WFAA-WBAP	--	.5	.1	.4
WGY	--	--	--	.3
WHAM	--	--	--	--

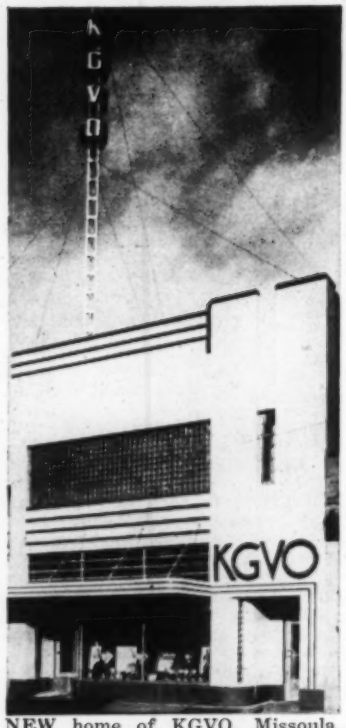
Nighttime breakdown in order of % choice of listeners in all 14 States combined (clear channel stations only):

	First Choice	Second Choice	Third Choice	Fourth Choice
WLW	36.5	25.7	18.6	19.9
WSM	15.0	15.2	13.9	12.1
WJR	6.3	6.8	5.2	3.5
WLS	6.2	8.6	9.5	9.4
WBT	3.8	5.3	6.9	4.2
WWL	3.5	2.5	3.4	3.3
WRVA	3.4	2.1	.6	.9
WGN	3.1	3.5	3.9	5.9
WSB	3.0	3.4	3.9	4.9
WHAS	2.9	7.0	4.1	3.8
KDKA	2.4	2.8	5.4	4.7
WTAM	2.3	1.9	2.3	2.3
WOAI	2.2	1.4	1.9	1.6
KMOX	1.8	2.4	5.1	3.8
WMAQ	1.7	1.4	2.3	2.3
WOR	1.0	1.3	2.2	2.6
WEAF	1.0	1.7	1.2	2.1
WJZ	.9	2.1	2.9	3.6
WHO	.9	.8	1.2	1.1
KOA	.6	.4	.7	1.0
WFAA-WBAP	.5	.3	1.1	1.0
WENR	.5	.7	1.6	2.3
WBBM	.2	1.3	1.6	2.4
WABC	.1	.4	.3	.7
WGY	.1	--	--	.3
KSL	.1	.6	--	--
WHAM	--	.3	--	--
KFI	--	--	.2	.3
KNX	--	.1	--	--

Combined day and night breakdown in order of % choice of listeners in all 14 States combined (clear channel stations only):

	First Choice	Second Choice	Third Choice	Fourth Choice
WLW	36.1	26.0	20.8	20.1
WSM	10.1	10.5	11.8	10.7
WJR	7.8	7.8	6.3	4.1
WLS	6.4	8.6	7.2	9.2
WWL	5.5	3.2	4.0	3.8
WBT	5.2	5.0	6.0	4.2
WHAS	5.0	8.7	5.3	4.9
WRVA	4.2	3.1	1.0	1.6
WSB	2.7	3.5	4.5	4.4
WGN	2.5	4.0	5.5	6.4
WTAM	2.0	2.5	3.1	3.0
KDKA	2.0	2.9	4.9	4.9
KMOX	1.8	2.3	4.3	3.9
WMAQ	1.8	2.2	2.7	2.5
WOAI	1.2	1.0	1.2	1.0
WEAF	1.1	1.4	1.3	1.3
KOA	.9	1.0	.9	1.1
WHO	.9	.8	1.1	.8
WJZ	.8	1.6	2.3	2.9
WOR	.8	1.0	1.7	2.0
WBBM	.4	1.1	1.7	3.1
WENR	.3	.8	1.4	1.6
WFAA-WBAP	.3	.3	.62	.8
WGY	.07	--	--	.4
WABC	.07	.3	.3	.7
KSL	.06	.3	--	.3
KFI	--	--	.08	.3
KGO	--	.08	--	--
WHAM	--	.02	--	--

AMONG broadcasters vacationing in Miami during the holiday period are L. B. Wilson, WCKY, Cincinnati; S. D. Gregory, KDKA, Pittsburgh; Sam Pickard, CBS and WGST, Atlanta; K. G. Marshall, WBRC, Birmingham; H. A. Lafount, Bulova stations. Don Shaw, WMCA, is in Palm Beach.



NEW home of KGVO, Missoula, Mont., is this imposing edifice, with its front of porcelain enameled steel. The body of the front is pale tan, trimmed in dark blue, with call letters in Chinese red.

New Court Series

THE original *Court of Arbitration*, founded in 1920, takes to the air in a new series starting Jan. 7, 5-5:45 p. m., on WOV, New York. The broadcasts are to be directed by Dr. Samuel Buchler, founder and executive secretary of the tribunal. Without artificial dramatization, real cases will be presented to the court, the audience hearing testimony from both plaintiff and defendant as well as the decision of presiding judges. The Court's findings have the force and effect of a judicial decision, according to New York State Law. The court is a permanent tribunal, founded in 1920 by Mr. Buchler.

FTC Stipulations

STIPULATIONS to cease alleged misleading representations in their advertising, including radio continuities, have been received since Dec. 15 by the Federal Trade Commission from Kroger Grocery & Baking Co., Cincinnati, for Kroger's Hot Dated Coffee; Bost Tooth Paste Corp., Indianapolis, for Bost Tooth Paste, and Lever Bros. Co., Cambridge, Mass., for Rinso. The FTC has issued complaints against D.D.D. Corp., Batavia, Ill., for alleged misleading advertising claims for D.D.D. Prescription, a proprietary, and Neo-Vim Co. and Hi-Ho Co., Columbus, O., for Neo-Vim tonic and Hi-Ho toothpaste. Johnson's Lixolene Co., San Diego, Cal., has been ordered by the FTC to cease and desist from alleged misrepresentations for Johnson's Lixolene, skin preparation.

The Other Fellow's VIEWPOINT

EDITOR, BROADCASTING:

As a reader of BROADCASTING for the past five years, I believe you may be interested in this correction of a story which appeared in the Dec. 1 issue.

Bill Brown and John T. Beeston are pictured, together with a football annunciator, which is represented as an up-to-the-minute product of Iowa ingenuity. It's explained as a cabinet with 22 electric lights, 22 small black cylinders, on which the names of an entire football squad may be placed, and the cylinders turned into proper position as substitutions are made.

The idea is at least six years old. I used it at WXYZ in 1933. A Detroit actor named Bill Gregory invented it. Then, in South Bend, engineer Herb Cole, of WSBT, improved upon it, and I've been using it on my NBC football broadcasts ever since. In 1935 I showed it to Ted Husing, who commented on the desirability of the cylinder-idea over his own method of spotting. Dutch Reagan, then WHO sportscaster (whom Bill Brown may have succeeded), also saw it. Ty Tyson, of WWJ, had it copied. So did Dick Bray, of WLW and WSAI. Far from being an Iowa ingenuity—it's in wide use, for Cole and I made no attempt to copyright or patent it.

There's a good chance that Bill Gregory even borrowed the idea from someone who devised it prior to 1933. But if it did originate with him, I think he and Cole, of WBST, deserve credit.

Brown and Beeston may have considered the annunciator original when they first built it. But plots have been duplicated in the world of fiction in the same accidental way.

Please don't misinterpret my motive in writing. I have no axe to grind . . . other than that Bill Gregory and Herb Cole both worked extremely hard to develop the idea. I could kick myself for not having tried to have them publicly credited with it 'ere now.

Like thousands of others, I've always enjoyed BROADCASTING. It's by far the newsiest radio publication on the market.

JIM BRITT,
Yankee Network, Boston.
Dec. 12, 1939

Cosmetic Firm's Plans

AMERICAN distribution rights to Jeanne Fouchet cosmetics have been acquired by Don Ross, who plans to promote sales on quarter-hour programs of romantic songs, five times weekly, on New England stations. First of the series will start Jan. 15 on WTHT, Hartford, with stations in Providence and Worcester next in line. Merchandising offer on the programs will be a "free scientific treatment in your own home" for women listeners, who will be called upon by Mr. Ross' sales representatives working on commission basis. After introducing the products in various towns, Mr. Ross hopes to place the program on a network basis with representatives working from local headquarters. No other advertising besides radio will be used at first, Mr. Ross stated.

STUDIOS of WGTM, Wilson, N. C., looked like something from the Lilliputian world of "Gulliver's Travels" when 21-year-old Robert Wadlow, world-famous Alton, Ill., giant, visited Wilson during a tour for Peters Shoe Co. No midget by far is five-foot-four Hal Wilson, WGTM, president, although he appears small enough as he interviews young Mr. Wadlow—all 8 feet 9½ inches and 491 pounds of him. The Wadlow brogans, incidentally, are size 37.

Lever Bros. in Canada

LEVER BROS. is replacing in Canada two shows which are understood to be going off the CBS network in the United States. The *Tuesday Night Party* for Lifebuoy is being replaced by *The Family Man* starting Dec. 19, 8.30-9 p.m., and is being produced in Toronto. The daytime serial *Life & Love of Dr. Susan* for Lux flakes and soap, is continuing in Canada Monday through Friday but is being produced in Toronto. While no official reason is given for the retention of these Lever Bros. shows in Canada, it is unofficially understood that Lever Bros. wants to keep these times on the Canadian Broadcasting Corp. network. It is understood the producer for the two shows has been brought to Canada from the United States.

Borden Bingo

BORDEN Co., New York, on Jan. 1 starts a thrice-weekly series of quarter-hour programs in the interests of its farm products division on WEAF, New York. Program, titled *Your Hollywood Newsgirl*, features Stella Unger interviewing guest stars, with a weekly "Kitchen Bingo" game in which winners receive cash prizes of varying amounts. BBDO, New York, is the agency.

ANNUAL MOTOR BOAT SHOW, which starts Jan. 4 at the Grand Central Palace, New York, will be promoted from Jan. 5-12 on seven New York stations with spot announcements and five-minute news periods. Stations include WABC, WEAF, WJZ, WOR, WHN, WNEW and WQXR. Cowan & Dengler, New York, is the agency in charge.

PURINA'S FARM RADIO SCHOOL

Sponsor to Hold Two-Day Session of Instruction —In Methods of Handling Farm Programs—

PURINA MILLS, St. Louis, will entertain managers, program directors and announcers of 115 stations Jan. 8-9 at its first Farm Radio School. The two-day school will be held at the 360-acre Purina Experimental Farm, Gray Summit, Mo. It is designed to teach station operators various methods of handling their farm service programs and other agricultural programs. Station personnel invited to the school are officials from stations now broadcasting the thrice-weekly quarter-hour transcription series titled *Checkerboard Time*, which has been running since last August [BROADCASTING, Aug. 15, 1939].

The first day of the farm school will include a tour of the experimental farm with trained poultry and livestock experts conducting individual class sessions. Actual farm problems will be discussed in bringing out new and improved principles of practical farming. The St. Louis research department of Purina Mills will be opened to the radio visitors where they can see feeding experiments conducted on all kinds of animals.

Effective Copy

Here the guests will confer with experts in what is said to be the largest feeding laboratory of its kind in America. In the evening of Jan. 8, radio men will be guests at a banquet and stage show during which writers and announcers of *Checkerboard Time* will be honored. The stage show will feature Purina employes.

Program techniques, merchandising plans and ways of making farm copy more effective will occupy the classes on Jan. 9. Purina advertising directors and farm radio authorities will preside over the discussion groups. In discussing the reasons behind the farm school, L. A. Wherry, of Purina's radio and promotion department, said:

"Radio is becoming an increasingly important factor in farm life and a station announcer who knows something of farm problems can offer a better service to his listening audience. Long recognized as a leader in farm educational service, Purina Mills believes in improved farm radio programs. More than 8,000 farmers and feed dealers visit our experimental farm each year and group tours from all over the country have come to the experimental farm to study their problems. We believe that a farm school for radio men will acquaint them with many features of farm programs that they hadn't considered before."

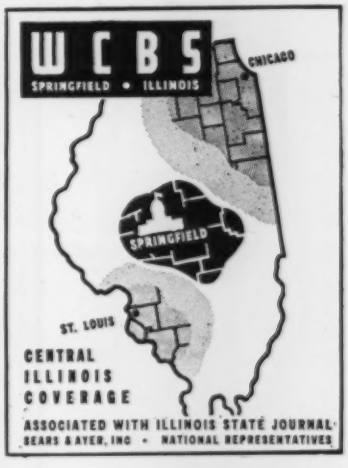
On hand for the two-day school will be William Meredith, writer and producer of *Checkerboard Time;* Hugh Aspinwall, better known as Chick Martin, m.c. of the show; Al Tiffany, Purina's *Voice of the Feedlot* on WLS, Chicago; Ed Mason, *Checkerboard Reporter* of WLW, Cincinnati; Charles Stookey, CBS agricultural director; William Drips, NBC director of agriculture; who handles the *National Farm & Home Hour;* George Biggar, veteran farm program director formerly of WLS and now of WLW.

WIP Joins MBS

WIP, Philadelphia, will be the MBS outlet in that city for Richfield Oil Co.'s *Confidentially Yours* program, which starts on MBS Jan. 6, and for Wander Co.'s two programs, *Little Orphan Annie* and *Carters of Elm Street*, which move Jan. 22 from NBC to MBS. WIP will be used by the network for these programs and others because time could not be cleared on WFIL, its regular Philadelphia outlet.

Halts WSAR Program

POLICE overpowered a Pole who halted operations of WSAR, Fall River, Mass., Dec. 28, according to a UP dispatch. The Pole, who gave his name as Louis Belecki, 25, of Fall River, was jailed on charge of disturbing the peace by attempting to speak over WSAR facilities in the interest of his homeland. Four squad cars answered an alarm from WSAR and overpowered Belecki. Several women vocalists of WSAR collapsed as Belecki cowed the group of artists, according to the UP dispatch. Station operations were halted 40 minutes and the program on the air at the time was abandoned.



YOU BET THEY BUY!

WAIR has that uncanny knack of MAKING LISTENERS BUY! Good programs, plus a sincere desire to serve both client and listeners, make this possible.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

"the most community minded RADIO STATION"

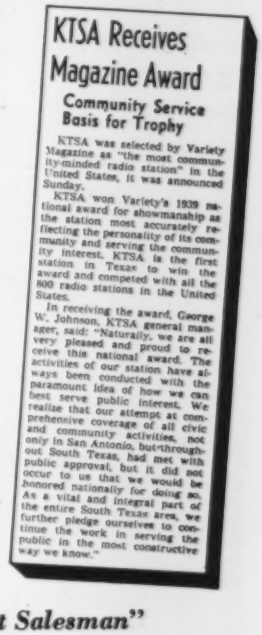
as selected by Variety Magazine

IF YOU LIVED IN SAN ANTONIO . . .

If you lived in San Antonio or South Texas, you'd understand why listening to KTSA becomes a part of your daily life. For KTSA *plans* its listeners "program diet." A balanced ration of network is flavored with events of local interest, and served up with a dash of showmanship.

If you lived here, you'd understand, too, why your local dealers and distributors recommend and use KTSA as the ideal "audience PLUS coverage" buy.

357% MORE LOCALLY SPONSORED PROGRAMS!



KTSA Receives Magazine Award

Community Service Basis for Trophy

KTSA was selected by Variety Magazine as "the most community-minded radio station" in the United States, it was announced Sunday.

KTSA won Variety's 1939 national award for showmanship as the station most accurately reflecting the personality of its community and serving the community interest. KTSA is the first station in Texas to win the award and competed with all the 800 radio stations in the United States.

In receiving the award, George W. Johnson, KTSA general manager, said: "Naturally, we are all very pleased and proud to receive this national award. The activities of our station have always been conducted with the paramount idea of how we can best serve public interest. We realize that our attempt at comprehensive coverage of all civic and community activities, not only in San Antonio, but throughout South Texas, had met with public approval, but it did not occur to us that we would be honored nationally for doing so. As a vital and integral part of the entire South Texas area, we further pledge ourselves to continue the work in serving the public in the most constructive way we know."

"South Texas' Best Salesman"

KTSA

SAN ANTONIO

Howard H. Wilson Co., *Representatives*

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 14 TO DECEMBER 29, INCLUSIVE

Decisions . . .

DECEMBER 14

KROC, Rochester, Minn.—Denied change to 920 kc 500 w 1 kw D unl.

Hampden-Hampshire Corp., Holyoke, Mass.—Set aside decision of 12-23-38 insofar as it denies applic. 1240 kc 500 w 1 kw; dismissed petition rehearing and granted petition insofar as it requests acceptance of amendment to 1370 kc 250 w unl.

MISCELLANEOUS—NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill., granted amendment applic. to 1150 kc 250 w D; NEW, Chilton Radio Corp., Dallas, granted consolidation applic. with that of V. O. Stamps, Dallas, asking same facilities; Dixie Bcstg. Corp., La Grange, Ga., passed nisi petition enlarge issues, consolidate with applic. Valley Bcstg. Co., West Point, Ga.; WAAB, Boston granted extension time to file findings re applic. Mayflower Bcstg. Corp., Boston.

(By Administrative Board)

MISCELLANEOUS — WMGA, Moultrie, Ga., granted license 1370 kc 250 w unl.; KYUM, Yuma, Ariz., granted mod. CP re trans., studio, radiator; KFBI, Wichita, Kan., granted mod. CP trans., studio sites, radiator; WDLP, Panama City, Fla., granted mod. CP studio, trans., antenna; W2XQR, Long Island City, N. Y., granted license high-freq.; KBKR, Baker, Ore., granted license new station; KARM, Fresno, Cal., granted license increase power; WHIZ, Zanesville, O., granted license move locally, new antenna; KELD, El Dorado, Ark., granted license increase power; WXYZ, Detroit, granted license increase D power; WGBR, Goldsboro, N. C., granted license increase power; WMOB, Mobile, granted license new station; WFTL, Ft. Lauderdale, Fla., granted license new station; WTOC, Savannah, granted license increase power; KGCA, Decorah, Ia., granted extension temp. auth. remain silent to 1-18-40.

DECEMBER 15

(By Administrative Board)

KCRJ, Jerone, Ariz., granted license move trans., etc.

DECEMBER 18

MISCELLANEOUS—KTOH, Lihue, T. H., granted mod. CP new station re trans site; WHLD, Niagara Falls, N. Y., granted mod. CP re trans., antenna.

DECEMBER 19

WMBC, Detroit—Granted authority transfer control to John L. Booth for $125,000.

WHK, Cleveland — Granted extension temp. auth. facsimile.

WTIC, Hartford—Granted mod. spec. auth. for directional N.

WFTM, Fort Meyers, Fla—Granted mod. CP re studio, trans., radiator, increase N to 250 w.

KUTA, Salt Lake City; WISE, Asheville, N. C.—Granted mod. licenses to 250 w unl.

KLAH, Carlsbad, N. M.; WTSP, St. Petersburg, Fla.—Granted mod. licenses N to 250 w.

NEW, Roy James Murray, La Crosse, Wis.—Denied as in default applic. 31540 kc 15 w.

TEMPORARY RENEWALS — KWJB, Globe, Ariz.; KXO, El Centro, Cal.; KGKY, Scottsbluff, Neb.; WFOR, Hattiesburg, Miss.; WMFJ, Daytona Beach, Fla.; KCRJ, Jerome, Ariz.; WMFR, High Point, N. C.; KRKO, Everett, Wash.; WCNW, Brooklyn; WRDO, Augusta; WWRL, Woodside, L. I.; KGBI, Ketchikan, Alaska; KFQD, Anchorage, Alaska; WLLH, Lowell, Mass.; KSUB, Cedar City, Utah.

MISCELLANEOUS—WSBT, South Bend, Ind., granted amendment applic. re antenna, 930 kc 500 w unl.; WMAQ, Chicago, granted regular renewal (had been set for hearing because of WHA petition, dismissed); RCA, New York, dismissed informal applic. to maintain apparatus for program transmissions.

DECEMBER 20

WEEI, Boston—Granted CP increase N to 5 kw, directional.

MISCELLANEOUS—WMBG, Richmond, Va., granted mod. CP new trans.; WSPD, Sarasota, Fla., granted license new station; KINY, Juneau, Alaska, granted license increase to 1 kw 1430 kc unl.

DECEMBER 21

KOH, Reno; KERN, Bakersfield—KOH granted CP move trans., new equip., change to 630 kc. 1 kw unl. directional N; KERN granted CP change to 1380 kc 1 kw, change trans., new equip.

DECEMBER 22

NEW, Midland Nat. Life Ins. Co., Watertown, S. D.—Granted CP 1210 kc 250 w unl.

WJBO, Baton Rouge, La.—Granted CP increase to 1 kw unl.

WAPO, Chattanooga — Granted CP change to 1120 kc 500 w-1 kw unl., directional N.

WBAX, WQDM, Wilkes-Barre, Pa.—Subpoenas issued for appearance re license renewal.

MISCELLANEOUS—NEW, Joe W. Engel, Chattanooga, granted order take depositions; KWK, St. Louis, granted petition accept amendment to applic. CP change to 630 kc, increase to 5 kw; NEW, Chiton Radio Corp., Dallas, granted amendment applic. to 1370 kc 100 w unl.; NEW, Valley Bcstg. Co., West Point, Ga., granted auth. take depositions; Lookout Mountain Co. of Ga., granted petition intervene applic. Joe W. Engel, Chattanooga, and granted amendment applic. CP new station to 250 w.

DECEMBER 27

TEMPORARY RENEWALS—KGFI, Brownsville, Tex.; KRE, Berkeley, Cal.; KTEM, Temple, Tex.; WKAT, Miami Beach, Fla.; WMSD, Muscle Shoals City, Ala.; WPRP, Ponce, P. R.; WSVS, Buffalo; WTMC, Ocala, Fla.; WTOL, Toledo; WGIL, Galesburg, Ill.

DECEMBER 28

MISCELLANEOUS—W6XDU, Los Angeles, granted portable television license; W2XAB, New York, granted license television station, increase to 7½ kw; KBTM, Jonesboro, Ark., granted license increase to 100-250 w; WSMB, New Orleans, granted license replace antenna.

DECEMBER 29

MISCELLANEOUS—H. B. Hutchison authorized at further hearing 1-3-40 on applic. Burlington (Ia.) Bcstg Co. new station, and Clinton (Ia.) Bcstg. Corp., new station; WESX, Salem, Mass., granted license new station; KVOS, Bellingham, Wash., granted license increase power.

Proposed Decisions . . .

DECEMBER 20

WRTD, Richmond, Va. — Granted CP change to 590 kc 1 kw unl., directional N.

Applications . . .

DECEMBER 15

WESX, Salem, Mass.—License new station.

WMCA, New York—CP new trans, increase power, amended 1-5 kw.

WTHT, Hartford—Mod. CP increase power, move trans., to request approval antenna, change in trans., power to 250 w N & D, trans. site.

WTEL, Philadelphia—Mod. license to 1500 kc unl. 100 w.

WAVE, Louisville—CP increase to 5 kw, new trans., antenna, amended re trans., antenna site.

KWFT, Wichita Falls, Tex.—CP new trans., directional, increase to 5 kw, amended to 1-5 kw.

KXOX, Sweetwater, Tex.—Mod. license to 250 w unl.

WISN, Milwaukee—CP new trans., antenna, increase to 5 kw, amended to 1-5 kw.

WGN, Chicago—CP high-freq. 1 kw.

W6XDU, Los Angeles—License new television station.

KVAN, Vancouver, Wash.—Mod. license to 500 w.

DECEMBER 20

WELL, Battle Creek—CP new trans., antenna, increase to 250 w.

NEW, Atlanta Bcstg. Co., Atlanta—CP high-freq. 1 kw F-M.

NEW, Columbus Bcstg. Co., Columbus, Ga.—CP high-freq. 1 kw. F-M.

KTMS, Santa Barbara, Cal.—CP change trans., increase to 1 kw directional.

KVOS, Bellingham, Wash. — License change trans., increase power.

DECEMBER 21

WHK, Cleveland—CP increase N to 5 kw, directional.

WGTM, Wilson, N. C.—License for CP increase power.

KFGQ, Boone, Ia.—Mod. license for added hours.

DECEMBER 22

KOTN, Pine Bluff, Ark.—CP increase to 250 w.

NEW, Palm Radio Co., Ft. Myers, Fla.—CP 1210 kc 250 w unl., amended to ask WFTM facilities.

NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.—CP 1370 kc 250 w unl. amended to 1150 kc, daytime.

KWAL, Wallace, Id.—License new station.

KYCA, Prescott, Ariz.—Mod. CP change to 250 w unl., 1500 kc.

DECEMBER 27

WAPI, Birmingham—CP new trans., directional N & D, change to 1050 kc 50 kw unl., move trans., amended to directional N only.

NEW, Birney Imes, Columbus, Miss.—CP 1370 kc 250 w unl.

KHBG, Okmulgee, Okla.—License increase power, change hours.

WIBW, Topeka—CP increase to 5 kw N & D, directional N.

WPAD, Paducah, Ky.—License new trans.

KUIN, Grants Pass, Ore.—License new station.

KWLK, Longview, Wash.—Mod. license to 1370 kc 250 w unl.

DECEMBER 29

NEW, Delmarva Bcstg. Co., Salisbury, Md.—CP 1500 kc 250 w unl., amended to 1200 kc WSAL facilities contingent WSAL revocation.

WOKO, New Scotland, N. Y.—CP high-freq. F-M 250 w unl.

WGAR, Pontiac, Mich.—License new station.

NEW, Brown Co. Bcstg. Co., Brownwood, Tex.—CP 1350 kc 500 w unl.

KSAM, Huntsville, Tex.—Vol. assign license to Sam Houston Bcstg. Corp. of Huntsville, Tex.

KVSO, Ardmore, Okla.—Mod. license to 250 w N & D.

KDAL, Duluth—Mod. license to 250 w N & D.

NEW, Lookout Mountain Co., Lookout Mountain, Ga.—CP 1370 kc 100-250 w unl., amended to 250 w N & D, trans. site Chattanooga.

NEW, Chilton Radio Corp., Dallas—CP 1370 kc 250 w unl., asks KFJZ facilities, amended to 100 w, trans.

KVIC, Victoria, Tex.—License new station.

KDAL, Duluth—Lciense increase power.

KWK, St. Louis—CP change to 630 kc etc., amended to 5 kw N. & D.

KSOO, Sioux Falls, S. D.—CP change to 710 kc unl., directional N, move trans.

"JURISDICTION over television is and always has been ours" and Equity is prepared to exercise its rights, Paul Dullzell, executive secretary of Actors Equity Assn., told Equity members at the quarterly meeting in New York Dec. 22.

THE NEW plant of KGMB, Honolulu, is under construction and will cost an estimated $125,000, according to Manager J. Howard Worrall. Completion is scheduled for March, when the station shifts to its new frequency of 590 kc., with 1,000 watts night and 5,000 day. A new 5,000-watt RCA transmitter will be installed, with a 330-foot Bethlehem Steel Co. tower.

Experimental Rule Again Is Deferred

Commercial Ban Delayed Due To Lack of Treaty Action

FURTHER postponement of its new rule which would ban commercial operation during special experimental hours assigned broadcast stations was ordered Dec. 19 by the FCC until May 1. More than a dozen stations, primarily in the high-power regional or time-sharing clear-channel categories, which have held such assignments for fulltime operation for several years, are given automatic extensions under the action.

Failure thus far of Mexico to ratify the Havana Treaty, which would make possible realignment of stations in the United States, is primarily responsible for the FCC's action. Meanwhile, the FCC also proposes to reexamine the operating status of the stations to determine future policy, in event the Havana Treaty continues dormant and thereby blocks the reallocation in this country as planned. The majority of the stations now holding special experimental authorizations for additional time would be accorded fulltime assignments under the projected allocation plan.

Again Postponed

The rule (3.32, Paragraph 3) prescribed that where a special experimental authorization permits additional hours of operation "no licensee shall transmit any commercial or sponsored program or make any commercial announcements during such time of operation. In case of other additional facilities, no additional charge shall be made by reason of transmission with such facilities."

This rule originally was promulgated to become effective Aug. 1, along with the general revised rules governing standard broadcast stations. It was first postponed to Jan. 1 and now has been extended another five months. Under the rules currently in force, stations may realize a pecuniary return from such special experimental operation.

Auxiliary Used

UNTIL President Roosevelt's Christmas broadcast Dec. 24, NBC never had occasion, during a Presidential microphone appearance, to use emergency equipment while on the air. However, while the invocation was being delivered at the National Christmas Tree ceremonies, just before the President was to speak, an amplifier tube in the main set of equipment burned out. NBC engineers at the WRC-WMAL studios immediately switched to auxiliary equipment, losing only three seconds of the program. Since the first Presidential broadcast NBC announcers and engineers always have carried duplicate equipment.

Network Accounts

All time EST unless otherwise indicated.

New Business

STERLING PRODUCTS, New York (Ironized Yeast), on Dec. 19 started *Court of Missing Heirs* on 61 CBS stations, Tues., 8:30-8:55 p. m. Agency: Ruthrauff & Ryan, N. Y.

COLONIAL DAMES Inc., Los Angeles (cosmetics), on Dec. 17 started for 52 weeks, *Return to Romance*, on 9 CBS Pacific Coast stations (KNX KARM KSFO KOIN KVI KIRO KFPY KSL KLZ), Sun., 10:45-11 a. m. (PST). Agency: Glasser Adv., Los Angeles.

CUSTODIAN TOILETRIES, Chicago (Custodian Face Powder), on Jan. 15 starts *Custodian Club* on 8 Texas State Network stations, 5 times weekly for 13 weeks, 8:45-8:55 a. m. Agency: H. W. Kastor & Sons, Chicago.

LEVER BROS., Toronto (Lifebuoy) on Dec. 19 started *The Family Man* on 30 Canadian Broadcasting Corp. national network stations plus CFRB, Toronto; CKAC, Montreal, Tues. 8:30-9 p. m.

COLGATE-PALMOLIVE PEET Co. Ltd., Toronto (Palmolive Shaving Cream) on Jan. 6 starts quiz program *Share the Wealth* on the Canadian Broadcasting Corp. national network, less Quebec, plus CBM, Montreal; Sat. 8-8:30 p. m. Agency: Lord & Thomas, Toronto.

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion), on Jan. 7 starts *Lovely Lady*, musical program, on 11 NBC-Red stations, Fri., 5-5:30 p.m. (MST). Agency: L. W. Ramsey Co., Davenport, Ia.

RICHFIELD OIL Corp., New York (gasoline, oil), on Jan. 6 starts Arthur Hale's *Confidentially Yours* on 26 MBS stations, Sat., 7:30-7:45 p.m. Agency: Sherman K. Ellis, N. Y.

GIDEON'S BROADCASTING Corp., Los Angeles (religious), on Jan. 29 starts for 52 weeks, *Rev. Roy L. Laurin*, on 31 Pacific Coast Don Lee network stations, Mon. thru Fri., 9:15-9:30 a.m. (PST). Placed direct.

WESTINGHOUSE ELECTRIC Co., New York, on Jan. 25 starts *Musical Americana* on 81 NBC-Blue stations, Thurs., 8-8:30 p.m. (rebroadcast, 11:30-12 midnight). Agency: Fuller & Smith & Ross, N. Y.

ALBERS BROS. MILLING Co., Seattle (cereals), on Jan. 3 starts a dramatic program on 8 NBC Pacific Red stations, Mon., Wed., Fri., 3:15-3:30 (PST). Agency: Erwin, Wasey & Co., Seattle.

Renewal Accounts

LEVER BROS., Toronto (Lux Flakes and Lux Soap) continues Jan. 1, *The Life & Love of Dr. Susan* on 30 Canadian Broadcasting Corp. network stations, Mon. thru Fri. daytime.

SUN OIL Co., Philadelphia (Sunoco), on Jan. 29 for 52 weeks renews *Lowell Thomas* on 21 NBC Blue and Red stations, Mon. thru Fri., 6:45-7 p. m. (Mon., Wed., Fri., on 5 Southern NBC stations). Agency: Roche, Williams & Cunyngham, Philadelphia.

Benson & Hedges Plans

BENSON & HEDGES, New York (Parliament cigarettes), through Blackstone Co., that city, is negotiating with Clair Trevor for the film actress to head a new dramatic network serial. Miss Trevor, who is in Hollywood recovering from a serious throat infection, is scheduled to go to New York in late January to discuss the deal. She formerly played opposite Edward J. Robinson in the CBS *Big Town* series, sponsored by Lever Bros.

Henry L. Doherty

HENRY L. DOHERTY, 69, public utilities operator and president of the Cities Service Co., which sponsors the *Cities Service Concert* on NBC, on Dec. 26 died of bronchial pneumonia at Temple University Hospital, Philadelphia.

STANDARD BRANDS, New York (Fleischman yeast), on Jan. 1 renews for 52 weeks, *I Love a Mystery*, on 32 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p. m. (EST), with repeat, 8:15-8:30 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago (puffed wheat and rice), on Dec. 2 renewed *Stop Me if You've Heard This One* on 48 NBC-Red stations, Sat., 8-8:30 p. m. Agency: Ruthrauff & Ryan, Chicago.

MENNEN Co., Newark (shave cream), on Jan. 12 renews *Quixie Doodle Contest* for 13 weeks on 10 MBS stations, Fri., 8-8:30 p. m. Agency: H. M. Keisewetter Adv. Agency, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Jan. 30 renews *Johnny Presents* on 82 NBC-Red stations, Tues., 8-8:30 p.m. Agency: Biow Co.

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 9 renews *Johnny Presents* on 77 CBS stations, Fri., 8:30-9 p.m. Agency: Biow Co., N. Y.

ANACIN Co., Jersey City (headache pills), on Jan. 30 renews *Easy Aces* on 42 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CITIES SERVICE Co., New York (gas and oil), on Feb. 2 renews *Cities Service Concert* on 53 NBC-Red stations, Fri., 8-9 p.m. Agency: Lord & Thomas, N. Y.

PEPSODENT Co., Chicago (toothpaste), on Dec. 31 renewed *Mr. District Attorney* on 41 NBC-Blue stations, Sun., 7:30-8 p.m. Agency: Lord & Thomas, Chicago.

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., on Jan. 4 for 13 weeks renews *Bennie Walker's Tillamook Kitchen* on 6 NBC Pacific Red stations, Thurs., 10-10:15 a.m. (PST). Agency: Botsford, Constantine, & Gardner, Portland, Ore.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Jan. 1 renews *Hilltop House* on 75 CBS stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Concentrated Super Suds), on Jan. 1 renews *Myrt & Marge* on 77 CBS stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (toothpowder), on Jan 1 renews *Stepmother* and adds 12 CBS stations making a total of 38 CBS stations, Mon. thru Fri., 10:45-11 a.m. Agency: Benton & Bowles, Chicago.

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream), on Jan. 30 renews *Battle of the Sexes* on 53 NBC-Red stations, Tues., 9-9:30 p.m. Agency: Stack-Goble Adv. Agency, Chicago.

PHILIP MORRIS & Co., New York (Revelation tobacco), on Jan. 13 renews *Name Three* and adds 3 MBS stations (dropping WFIL and WBAL) making a total of five MBS stations, Sun., 8-8:30 p.m. Agency: Biow Co., N. Y.

Network Changes

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Jan. 2 discontinues *Paul Whiteman's Orchestra* on 97 CBS stations, Wed., 8:30-8:55 p. m. and starts *Glenn Miller's Orchestra* on 95 CBS stations, Tues., Wed., Thurs., 10-10:15 p. m. Agency: Newell-Emmett Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Dec. 16 replaced *Casey at the Mike* with *Jim Brit's Sports Talks* on 17 Yankee Network stations, Sat., 6:30-6:45 p. m. Agency: Wm. Esty & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, (Octagon soap), on Jan. 1 adds 20 CBS stations to *Women of Courage* making a total of 43 CBS stations, Mon. thru Fri., 9-9:15 a.m. (some stations, 10:45-11 a.m.). Agency: Benton & Bowles, N. Y.

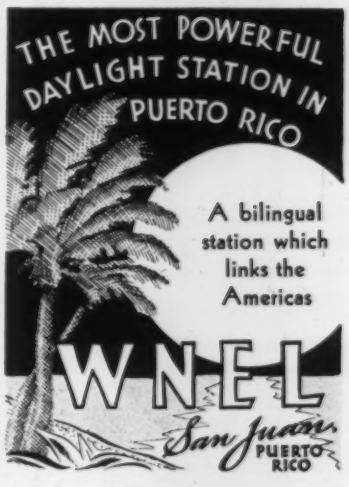
Lorillard Considering

P. LORILLARD Co., New York, is considering a half or quarter-hour program in the interest of Union Leader tobacco to start in January either on local stations or a network. No details had been announced as BROADCASTING went to press, according to Lennen & Mitchell, New York, the agency.

CHESEBROUGH MFG. Co., New York (vaseline), on Jan. 3 shifts *Dr. Christian* on 61 CBS stations, Wed., from 10-10:30 p. m. to 8:30-8:55 p. m. Agency: McCann-Erickson, N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 6 adds 34 CBS stations to *Your Hit Parade* making a total of 102 CBS stations, Sat., 9-9:45 p.m. Agency: Lord & Thomas, N. Y.

DR. EARLE S. SLOAN, New York (Sloan's Liniment), on Jan. 27 shifts *Youth vs. Age* from 105 NBC-Blue stations, Sat., 8:30-9 p.m. to 32 NBC-Red stations, Sat., 9-9:30 p.m. Agency: Warwick & Legler, N. Y.


THE MOST POWERFUL DAYLIGHT STATION IN PUERTO RICO
A bilingual station which links the Americas
WNEL
San Juan
PUERTO RICO

Lost... Found...

ONE OVERWORKED EXECUTIVE

HAVING THE TIME OF HIS LIFE AT A COLLIER HOTEL

YOU HAVE MORE FUN. Collier knows more about Florida than almost anyone. That's why you find Collier Hotels at the smartest resorts, with magnificent beaches, wonderful sporting facilities and everything you want for a perfect vacation.

YOU GET MORE FOR YOUR MONEY By operating TWELVE hotels under ONE management Collier saves money which is passed on to you in the form of lower rates.

● Send today for your copy of this fascinating new Collier Florida Folder, with all rates. It will help you choose the resort and hotel that will suit your taste and pocket best. Write Hotels or N. Y. Office 745 Fifth Avenue. Ask your Travel Agent.

HOTEL MANATEE RIVER . . . . . Bradenton
HOTEL CHARLOTTE HARBOR . . . . . Punta Gorda
HOTEL SARASOTA TERRACE . . . . . Sarasota
HOTEL TAMPA TERRACE . . . . . Tampa
HOTEL FLORIDIAN . . . . . Tampa
USEPPA INN . . . . . Useppa Island
GASPARILLA INN . . . . . Boca Grande
EVERGLADES INN . . . . . Everglades
ROD & GUN CLUB . . . . . Everglades
HOTEL ROYAL WORTH . . . . . W. Palm Beach
HOTEL DIXIE COURT . . . . . W. Palm Beach
HOTEL LAKELAND TERRACE . . . . . Lakeland

GEORGE H. MASON
Pres. & Gen. Mgr.

COLLIER FLORIDA COAST HOTELS

AND ASSOCIATED HOTELS • 745 FIFTH AVE., NEW YORK

"THE CRYSTAL SPECIALISTS SINCE 1925"

NEW LOWER PRICES!

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

Approved by FCC $30 Each

Supplied in Isolantite Air-Gap Holders in the 550-1550 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

INSURED RECEPTION

McCLATCHY STATIONS

COVER INNER CALIFORNIA

PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

Industry Observes Christmas Season

Drives for Charity and Special Programs Are Staged

CHRISTMAS was observed throughout the radio industry, with broadcasters entering whole-heartedly into the Yuletide spirit by featuring special promotions and programs designed to bring cheer to the underprivileged as well as sending gifts and greetings. Many chose the Christmas season to pass on bonuses to employes, varying from a few days' salary to 10%.

Among bonus payments reported to BROADCASTING during December were: WHO, Des Moines, bonuses ranging from 5% to 10% of annual salary; WOR, Newark, one to two weeks extra salary, with half-bonus for less than one year's service; WGAR, Cleveland, flat 10% to the entire staff; KFI-KECA, Los Angeles, one week salary; WHAS, Louisville, 6% of annual salary; WIBC, Indianapolis, half-week to full-week salary; WQAM, Miami, cash bonus; WKY, Oklahoma City, cash; WFAA, Dallas, one week salary; KVOO, Tulsa, $1,000 life insurance policy paid up for a year for each employee; Don Lee, cash.

Novel Greetings

Included among novel greetings reported to BROADCASTING were: MBS, red cellophane stocking with samples of sponsors' products; CJLS, Yarmouth, N. S., hand-made bamboo and match stick fishing schooner carrying out Maritime theme; WFIL, Philadelphia, telegram sentiment on special Western Union blank bearing red and green WFIL decorations; WMBD, Peoria, Ill., special 30-minute recorded greeting program presenting every member of the staff; WPEN, Philadelphia, 2,000 wires sent to local newspapers, agencies, officials and clients combining Christmas greetings with a personal invitation to listen to a special Christmas program on the station; WOKO, Albany, rustic greeting printed via facsimile; Walter Compton, newscaster of WOL, Washington, greeting in form of simulated Transradio News flash; Harrison Holliway, manager of KFI-KECA, Los Angeles, double postcard advising recipient "your name has been referred to me as one who might be interested in participating in the Wish-Holliway-a-Merry Christmas campaign. If so, just detach and mail the card attached".

Among Xmas gift distributions to clients and friends were: WOR, Newark, leather cigarette container for desk with clock inset in lid; WMCA, New York, desk pen and thermometer unit; RCA, copy of *Magic Dials*, beautifully illustrated book on radio and television; WFIL, Philadelphia, Farnsworth midget radios; WMEX, Boston, pocket knife; WELI, New Haven, letter opener; KMOX, St. Louis, basket of "St. Louis champagne" (beer); KOY, Phoenix, box of Arizona dates; WSPD, Toledo, letter opener and magnifying glass; Standard Radio, sterling money clip; Maj. Bowes, sterling money clip; KANS, Wichita, midget movie viewer; KLZ, Denver, Colorado celery; KFEL, Denver, Colorado celery; WCAU, cigarette box; KOA, Denver, key case; L. B. Wilson, crate of Florida fruit; WNEW, New York, brandy gourd; WPEN, Philadelphia, desk clock; WIP, Philadelphia, telephone index finder; WGAR, Cleveland, desk pads; WFAA, Dallas, basket of Texas pink grapefruit; and a miscellany of bottled goods.

Holiday Programs

Special Christmas programs, particularly promotions such as *Radio Christmas* and humanitarian features designed to collect food, clothing, books and toys for shutins and the underprivileged, were featured by stations over the nation. In addition special events programs were carried to describe the rush of Christmas shopping and various local celebrations, as well as network programs covering the national scene.

Fifteen Chicago stations participated in the four-hour daily programs aired over 30 outlets of a public address system along Chicago's State Street during the Christmas shopping rush, Dec. 14-23. Program directors and announcers of the various stations put on programs in two-hour blocks and considerable live talent was used in addition to transcribed carols. It is estimated the programs and station promotion were heard by six million shoppers. The venture was directed by D. E. Northam, chief of sound programs at Chicago's Century of Progress, and given under auspices of the State Street Council, a Chicago businessmen's organization. Stations participating in the programs were WGN WJJD WBBM WLS WMAQ WCFL WIND WENR WAAF WEDC WCBD WHFC WGES WHIP WSBC.

The annual Christmas party given to 5,000 of Philadelphia's poor children by members of the Penn A.C. was carried Dec. 23 by WCAU direct from the ballroom of the club. WCSC, Charleston, S. C., conducted a "Letters to Santa Claus" contest for children, offering a top prize of $20 in cash for best letters. WMBD, Peoria, Ill., conducted its eighth annual drive in cooperation with the local American Legion Post to gather Christmas baskets for needy veterans and families, collecting enough provisions and cash to exceed the quota set for the drive.

WWL, New Orleans, for the third successive year presented its *International Christmas Party*, on which the children of various foreign consuls, representing 22 nations, sent Christmas greetings in their native tongues to other children over the world. On WHFC, Cicero, Ill., Dick Hoffman conducted a special two-hour program nightly on which he played recorded requests in exchange for cartons of cigarettes to go to the Edward Hines Memorial Hospital for World War Veterans, collecting more than 4,000 cartons.

WCAR, new Pontiac, Mich., station, made a special pickup from what was billed as the world's largest Christmas party for kiddies, the celebration sponsored by Yellow Truck & Coach Co. for children of its employes. The program was carried while studios and transmitter building were still under construction.

Radio Christmas

WSYR, Syracuse, N. Y., included in each of its daily cartoon ads in the *Syracuse Herald* during the Christmas season the balloon line, "Give a radio this year". Tying in with the joint RMA-NAB *Radio Christmas* promotion the station also used frequent spot announcements to push receiver purchases.

WEEI, Boston, again this year carried a series of daily programs build around carol-singing commuters in the local Boston & Maine Railway Station. The station set up a Hammond organ in the main concourse of the station and presented a morning half-hour of organ music, played by Del Castillo and Irene Hanify, along with a late afternoon half-hour during which commuters joined in the singing of Christmas carols, words of which were screened in the station though a stereoptican. As a special feature of the series, part of the programs were recorded for rebroadcast so the singers themselves could hear their songs after their return home in the evening.

WTAR, Norfolk, Va., during the Christmas season carried seven special remote broadcasts, including a Salvation Army party, interviews in a local office building as workers left for the holiday weekend, pickups from *Joy Fund* trucks delivering baskets to the underprivileged, and a shortwave show on which roving reporters knocked on residence doors at 10 p.m. Christmas Eve and interviewed residents.

Among other special features reported as BROADCASTING went to press were: KTSA, San Antonio, three-week campaign collecting 5,000 books and 12,000 magazines; WCKY, Cincinnati, charity show in cooperation with *Cincinnati Enquirer* for Fifty Neediest Families fund; WSNJ, Bridgeton, N. J., Santa Claus airplane flight; WWJ, Detroit, staff artist visits to seven hospitals to entertain crippled children; WKRC, Cincinnati, kids' party at Cincinnati Children's Hospital; KYW, Philadelphia, book drive, conducted through morning announcements of sponsoring Bond Stores.

FUNDS TO CHARITY
Shepard Donates Receipts From Fr. Coughlin

SEVEN individual checks totaling $5,000, representing funds received for the Fr. Coughlin broadcasts carried on Colonial Network, were given Dec. 16 to various New England charities by John Shepard 3d, Colonial Network president.

In sending the contributions, Mr. Shepard explained that he had agreed, "in view of the new code of the NAB (which states that time for controversial subjects shall not be sold), to give to charity the profits made by Colonial Network from this contract until such time as the broadcasts were of a political nature, which is in accordance with the NAB code. This new contract, having been in force approximately two months, and in view of the Christmas season, it was decided by the directors of the Colonial Network to make this distribution at this time."

The checks distributed included: *Boston Post* Santa Claus Fund, $1,000; Community Federation of Boston Fund, $1,000; Volunteers of America Christmas Fund, $1,000; Salvation Army Christmas Fund, Boston, $1,000; *Providence Journal-Bulletin* Christmas Fund, $500; Salvation Army Christmas Fund, New Haven, Conn., $250; Salvation Army Christmas Fund, Bridgeport, Conn., $250.

CROSS-SECTION of Christmas was pictured by WSYR, Syracuse, N. Y., on Christmas Day with three special program pickups, from a wealthy home, an orphanage and a hospital. Ruth Chilton (left), up at dawn, was on hand in the parlor of the home of Earl Drake, president of a Syracuse oil company, when the famous 5-year-old Drake triplets—(l to r) Alice, Henry and Charles—tripped downstairs Christmas morn to see what Santa had left. Later in the day Nick Stemmler dropped into a cottage of the Onondaga Orphans Home as St. Nick was visiting to distribute presents, and Bill Rothrum went to City Hospital to interview 17-year-old Clarence Caruso, polio victim, as he lay in an iron lung.

XUM

MUSIC

74 years musical experience is represented by Director Cherniavsky, Co-Ordinator Rogers and Personnel Director Weiner — here scanning one of the 2827 special orchestrations in the WLW Music Library.

WLW - Music Library Facts

Over 100,000 pieces of music.

2,827 special orchestrations by WLW arrangers.

16,252 stock orchestrations.

4,960 vocal arrangements.

Popular tunes filed chronologically from the year 1854 on.

Show tunes filed chronologically from the year 1884 on.

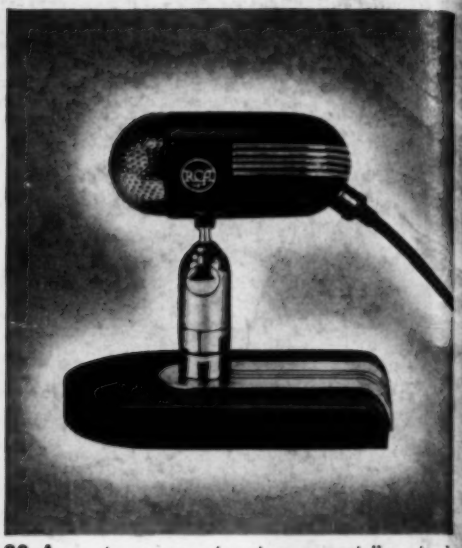
One of the oldest libraries in Radio, valued at well over $250,000.

Like a lode star, the high quality of WLW music draws the appreciative ears of millions. Maintaining this high standard requires more than brilliant presentation before the microphone. Back of it is a vast fund of musical literature—the WLW Music Library. So carefully is it systematized and cross indexed, each of the 100,000 pieces is instantly available. Pride of the Station, this WLW Library of Music is surpassed by no other independent radio station. Another "behind the scenes" reason why they listen to—

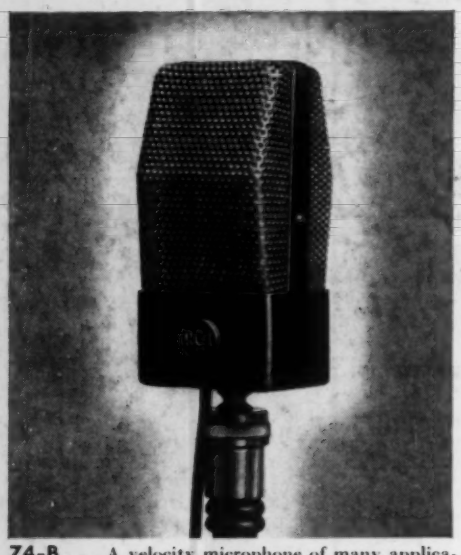
[redacted]

RCA MICROPHONES

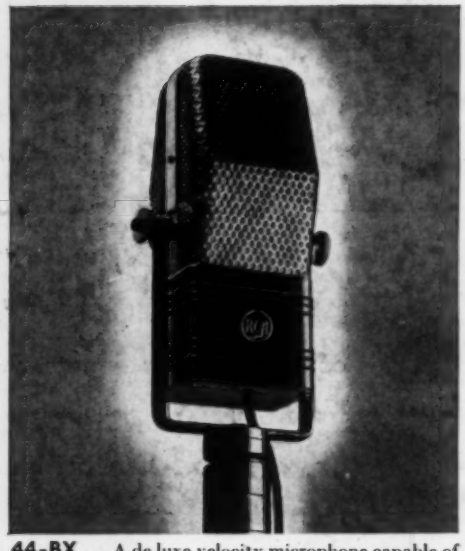
Designed to meet all requirements of modern broadcasting



88-A . . . A pressure microphone, especially suited for remote pickups. Light weight, high output, excellent frequency response, and weather-proof.



74-B . . . A velocity microphone of many applications. The cost is low, the quality high. Small sized, . . . unusual flexibility.



44-BX . . . A de luxe velocity microphone capable of reproduction fidelity equal to that of the other equipment of a modern broadcast station. Ribbon Type.

77-B1 . . . A Uni-Directional microphone for critical pickups. Can be used to excellent advantage in practically any type of studio installation.

MORE RCA MICROPHONES are used by broadcasting stations than any other kind. This fact speaks for the high standards of RCA microphone performance.

In designing microphones to meet all of the specialized requirements of modern broadcasting, RCA engineers call upon a unique fund of broadcasting experience and upon the industry's leading research facilities. We believe that the value of this unmatched background is apparent in the performance of every RCA microphone.

No matter what technical requirements your station has . . . or what cost factors influence your decisions . . . we are confident that thorough investigation will reveal the advantages of RCA Microphones. We will gladly furnish you with complete information upon request.

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

Use RCA Radio Tubes in your station for reliable performance

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York, 1270 Sixth Ave. • Chicago, 589 E. Illinois St. • Atlanta, 530 Citizens & Southern Bank Bldg. • Dallas, Santa Fe Bldg. • San Francisco, 170 Ninth St. • Hollywood, 1016 N. Sycamore Ave.

XUM